

Central City (Hoddle Grid) Heritage Review 2011

Victorian Cricket Association Building (VCA), 76-80 Flinders Street, Melbourne 3000	285	Collie, R & Co warehouse, 194-196 Little Lonsdale Street, Melbourne 3000	453
Schuhkraft & Co warehouse, later YMCA, and AHA House, 130-132 Flinders Street, Melbourne 3000....	292	Cavanagh's or Tucker & Co's warehouse, 198-200 Little Lonsdale Street, Melbourne 3000	459
Cobden Buildings, later Mercantile & Mutual Chambers and Fletcher Jones building, 360-372 Flinders Street, Melbourne 3000	298	Women's Venereal Disease Clinic, 372-378 Little Lonsdale Street, Melbourne 3000	466
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Penman & Dalziel's warehouse group, part, 4-6 Goldie Place, Melbourne 3000	350	Royal Automobile Club of Victoria (R.A.C.V.) Building, former, 111-129 Queen Street, Melbourne 3000	517
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Union Bond Melbourne Storage Company Ltd, 115-129 King Street, Melbourne 3000	370	Grant's factory-warehouse, 217-219 Queen Street, Melbourne 3000	538
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Argus Building, former, 284-294 La Trobe Street, Melbourne 3000	382	Union Hotel, later Tattersalls Hotel, 288-294 Russell Street, Melbourne 3000	550
Russell's building, 361-363 Little Bourke Street, Melbourne 3000	390	Sir Charles Hotham Hotel, 2-8 Spencer Street, Melbourne 3000	556
Marks' warehouse, 362-364 Little Bourke Street, Melbourne 3000	398	McCaughan's Coffee Palace, later Great Southern Private Hotel, 10-22 Spencer Street, Melbourne 3000	564
Warburton's shops & warehouses, 365-367 Little Bourke Street, Melbourne 3000	403	Batman's Hill Hotel, 66-70 Spencer Street, Melbourne 3000	570
Drayton House, 373-375 Little Bourke Street, Melbourne 3000	410	Hotel Alexander, later Savoy Plaza Hotel, 122-132 Spencer Street, Melbourne 3000	576
City West Telephone Exchange, 434-436 Little Bourke Street, Melbourne 3000.....	415	Elms Family Hotel, 267-271 Spring Street, Melbourne 3000	583
Bayne's shops and residences, later Little Reata restaurant, 68-70 Little Collins Street, Melbourne 3000	424	Cann's Pty. Ltd. building, 135-137 Swanston Street, Melbourne 3000	589
Briscoe & Co warehouse, later EL Yencken & Co Pty. Ltd., 392-396 Little Collins Street, Melbourne 3000	431	Swanston House, Ezywalkin Boot shoe and Slipper Store, 163-165 Swanston Street, Melbourne 3000	595
McCracken City Brewery malt store, later Ebsworth House, 538-542 Little Collins Street, Melbourne 3000	438	George Evans shop and residence row, 309-325 Swanston Street, Melbourne 3000.....	601
Porta and Sons, Steam Bellows Works, 25 Little Lonsdale Street, Melbourne 3000	445	Melbourne Democratic Club and shops & residences, 401-403 Swanston Street, Melbourne 3000.....	608
		Druids House, 407-409 Swanston Street, Melbourne 3000	615

Central City (Hoddle Grid) Heritage Review 2011

W.D. & H.O. Wills (Aust) Ltd tobacco warehouse, 411-423 Swanston Street, Melbourne 3000622

County Court Hotel , later Oxford Hotel, Oxford Scholar Hotel, 427-433 Swanston Street, Melbourne 3000...629

State Electricity Commission of Victoria building, later Lyle House, 22-32 William Street, Melbourne 3000 .635

Dillingham Estates House, Former, 114-128 William Street, Melbourne 3000.....642

Spier and Crawford, warehouse, 259 William Street, Melbourne 3000650

James White's hay and corn store, 261 William Street, Melbourne 3000656

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



Figure 183 76-80 Flinders Street



Figure 184 Shopfront in Russell St: entry recess, metal frame.

Historical associations with persons or events

Creation or major development date: 1924-5

Major owners or occupiers: Victorian Cricket Association

Designer(s): Davey, H. Croxton

Builder(s): Cooper, Walter E

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985¹: A,B,C,D,E,F): **D 2**

MCC Place Value Definition 1985:

Buildings are either reasonably intact representatives of particular periods or styles or they have been substantially altered but stand in a row or street which retains much of its original character

Building grading 1993 (Central Activities District Conservation Study 1993²: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985³: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

The Victorian Cricket Association (VCA) had been formed as early as 29 September 1875 but in the immediate post First-War era of newfound interest in outdoor activities and team sports, the

¹ Referenced in the Melbourne Planning Scheme clause 22.04

² Referenced in the Melbourne Planning Scheme clause 22.04

³ Referenced in the Melbourne Planning Scheme clause 22.04

association had thrived to the extent that they now possessed sufficient funds to speculate on the City commercial building market. A new building could also provide offices for their association and affiliates.

*'For several years the Association had been enlarging the scope of its activities and devoting itself to fostering all classes of cricket. Never in the history of the game in Victoria had so many clubs been in existence.'*⁴

The association had purchased a City allotment for £11,000 and intended to build, despite misgivings from some members.

'On this it was intended to erect suitable clubrooms and offices. By the judicious conservation of its funds, the association was now in a sound financial position. Its status in the sporting community, and the importance of its constituent clubs, warranted the erection of a substantial and self-owned building. The main object, however, was that the property should ensure the association sufficient income to carry on the game in Victoria, apart from temporary fluctuations.'

Once the building was underway, 'The Argus' of 10 December 1924 observed:

'Second in height in Flinders street only to the Commercial Travellers' Association's building, this imposing seven story reinforced concrete building is nearly completed at the corner of Collins place and Flinders street for the Victorian Cricket Association'

The association had commissioned architect, H. Croxton Davey, to design this reinforced concrete, seven-storey building in 1924, as erected by Walter E Cooper by 1925. The VCA occupied the top floor, sharing its "splendid view" across the King's Domain to Government House with the Victorian Football League, renting out the remaining office and retail spaces. 'The first and second floors also housed the Commonwealth Dept of Markets and Migration [1925-1928] and the Australian Meat Council [1925- 1935]. The then privately owned radio station 3LO had called the Head of the River boat races on the Yarra in 1925 from the building's roof. The building also overlooked the, then, many outdoor sporting facilities at Yarra Park, including provision for football, cricket, bowls, tennis, and bike-riding.

The Tariff Board, the Coal Tribunal, the Dried Fruits Board and other important bodies had held conferences in the boardroom on the sixth floor where the view was markedly better than from their own offices on the lower floors.

During the Second World War, Defence Department offices occupied one of the floors. The building was also declared a safe shelter by the Air Raid Precautions Authority.

The perspective published in 'The Argus' 1924 showed a rendered corner office building in the commercial Renaissance Palazzo format of podium base, middle façade and deeply bracketed cornice, with entablature beneath. Balconies, seemingly held by deep bracket pairs, protruded from both street facades at two floor levels and an arcaded attic storey sat under the cornice within the entablature. Arcade spandrels are ornamented in pressed cement in a reference to the Romanesque revival style of the Edwardian-era.

The VCA eventually became Cricket Victoria, as the current governing body for cricket in Victoria, and the building, like the Herald Sun building across Exhibition Street, has been converted to apartments. The main entry, that was central in Collins Place under a suspended street awning, has been replaced and duplicated with the conversion of the building in 1993. A plaque in the foyer commemorates the opening of the building as apartments by Cr Desmond Clark: 'further enhancing the life of the city...'. The architects for this conversion were David Earle & Associates.

Upper level windows have been changed from multi-pane glazing to single pane and the transom lights sheeted over, but ground level copper framed shopfronts survive in Collins Place although not on Flinders Street.

How is it significant?

The Victorian Cricket Association building is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

The Victorian Cricket Association building is significant historically for its link with the then paramount sporting association in Victoria, an association with sufficient capital to develop a major commercial city building, and an uncommon form of developer in the Capital City Zone. The building has been the administrative vehicle for sporting groups in the State over a long period.

Aesthetically it is well-preserved and well designed office tower in an early form of the commercial Renaissance Palazzo style that is showcased by its corner site and open vista to the south.

Recommendations

This report recommends that:

⁴ 'The Argus': 18/9/1923

- the building and associated land at 76-80 Flinders Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning Scheme*,
- The proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places within the Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01⁵.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

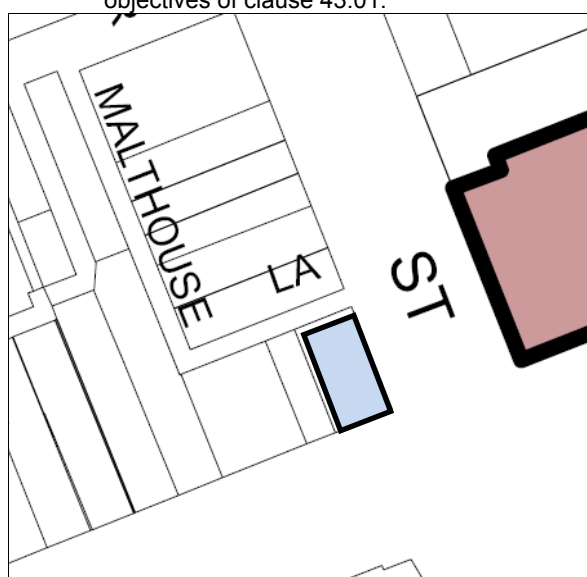


Figure 185 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

⁵ Interiors and trees have not been assessed unless cited otherwise in the place description

General sources

The following data was typically drawn from:

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

i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Description/Notable Features: Notable features include shop front and verandah. Alterations / Recommendations: Openings reglazed (sympathetic - reinstate original design). Shop fronts new (part) and glass painted (inappropriate - reinstate original design or sympathetic alternative)

Building Permit Application

Building Permit Application 1924, 6028 engineer HR Crawford.

'The Argus':

18 Sep 1923

VICTORIAN CRICKET. REVIEW OF PROGRESSIVE YEAR.



Figure 186 'The Argus' 22 February 1924, perspective.

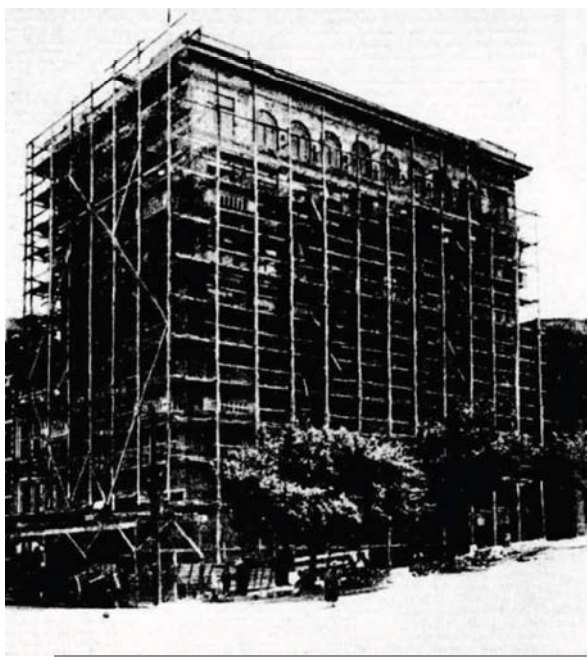


Figure 187 'The Argus' 10 December 1924- erecting building.

Proposed New Premises.'

Before commencing with the formal business at the annual meeting of the Victorian Cricket Association last evening, several shields and trophies were presented to representatives of the bodies which competed[^] successfully in the various com-petitions held under the auspice of the association. These clubs were: State School Premiership.- Moonee Ponds West. Returned Soldier« and Sailor Competition.-Fairfield District. .Sub district Premiership.-Brighton. Second Eleven Premiership (Sub-district).-Brunswick. Country Premiership. 11 ii nit District Association. District Second Eleven Premiership.-Melbourne Cricket Club. Victorian Tramways Association's Competition.-Toorak and Prahran. Victory Cup Competition.-Prahran.

Accepting a trophy on behalf of the Brunswick club, Mr. G. Chisholm said that the Brunswick Council had already granted £6,000 towards a new stand. The club was now taking steps to raise £10,000 by means of a carnival.

Presenting the Prahran Cricket Club with it« trophy. Canon Hughes (president of the Haw- thorn-East Melbourne Club), said that about 50 years ago East Melbourne had won the premiership for three years in succession. Now Prahran .had equalled that fine performance. Such a thing, apparently, could only happen once in 50 years. Municipal councillors ought not to think that their duties began and ended with looking after the roads and drains. They should interest themselves also in the athletic welfare of the community.

Record Number of Clubs.

The annual report slated that the 1922-3 sea son had been very successful. For several years the Association had been enlarging the scope of its

activities and devoting itself to fostering all classes of cricket. Never in the history of the game in Victoria had so many clubs been in existence. There were more promising young players of "class" coming forward than in previous years, so that generally the outlook had never been brighter. .An event likely to mark an epoch in the history of the association, continues the report, was the purchase of a block of land, situated at the corner of Flinders street and Collins place. On this it was intended to erect suitable clubrooms and offices. By the judicious conservation of its funds, the association was now in a sound financial position. Its status in the sporting community, and the importance of its constituent clubs, warranted the erection of a substantial und self-owned building. The main object, however, was that the property should ensure the association sufficient income to carry on the game in Victoria, apart from temporary fluctuations. The balance-sheet disclosed the fact that £625 had been received on money invested.

The Chairman (Mr. H R .Rush), in moving the adoption of the report mid balance-sheet, said that the association had entered the year about £2,000 worse off than before. The property in Flinders street had cost £11,000 . He urged caution....

Friday 22 February 1924

Perspective and article.

BUILDING FOR FLINDERS STREET.

This reinforced concrete building, with seven floors, will be created at the Intersection of Collins place and Flinders street for the Victorian Cricket Association. Mi. H. Croxton Davey is the architect,

Wednesday 10 December 1924

Image in construction

CRICKET ASSOCIATION'S NEW PREMISES.

Second in height in Flinders street only to the Commercial Travellers' Association's building, this imposing seven story reinforced concrete building is nearly completed at the corner of Collins place and Flinders street for the Victorian Cricket Association. Mr. H. Croxton Davey is the architect, and Mr. W. E. Cooper the contractor. The building will be finished about the end of next month.

Thursday 5 March 1925

All mail to new address

Australian Architecture Index (AAI):

H. C. Davey elected Assoc. of RVIA, Royal Victorian Institute of Architects Journal March 1920, p181

Victorian Public Records Office (VPRO) web site:

'The first and second floors of the seven storey, reinforced concrete building on the North West corner of Flinders and Exhibition streets once housed the Commonwealth Dept of Markets and Migration [1925-1928] and the Australian Meat Council [1925- 1935].

The Victorian Cricket Association Building was designed in 1924 by H. Croxton Davey and completed early the following year. The VCA occupied the top

floor, sharing its "splendid view" across the King's Domain to Government House with the Victorian Football League, and rented out the remaining office and retail spaces.



Figure 188 ACA Building (VPRO)

In its annual report of 1925-1926 the VCA was able to say proudly that 3LO had called the Head of the River boat races on the Yarra from the building's roof and that "the Tariff Board, the Coal Tribunal, the Dried Fruits Board and other important bodies" had held conferences in the boardroom on the sixth floor" where the view was markedly better than from their offices on the lower floors. During the Second World War, Defence Department offices occupied one of the floors. The building was also declared a safe shelter by the Air Raid Precautions Authority.

The former VCA building, like the former Herald Sun building across Exhibition Street, has recently been converted to apartments. '

Wikipedia, the free encyclopedia: Cricket Victoria

Cricket Victoria (CV) is the governing body for the sport of cricket in Victoria. It was formed on 29 September 1875 as the Victorian Cricket Association.[1] it is integrated with the Victorian Women's Cricket Association to include funding, programs, office accommodation and staff assistance.

In 2007, CV administered the 1,182 cricket clubs and 112,000 registered cricketers in Victoria, and 62,774 children involved in school-based competition. It employed more than 320 people, including 43 full-time staff and 25 contracted first-class players.'

See:
http://www.naa.gov.au/naaresources/publications/research_guides/guides/immig/chapt03/content1.htm

'In 1925 the Commonwealth Immigration Office moved once again to the Victorian Cricket Association's building on the corner of Flinders Street and Collins Place, Melbourne.'

Sands & McDougall Melbourne or Victorian Directories

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

(Corner site 1-9 Collins Place)

D1930, D1939 1-9 Collins Place VCA building lists many tenants

(76-78 Flinders Pearson, HG tea rooms)

Municipal rate records

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

No search carried out.

Relevant thematic history extract

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

Context, 2010 draft:

CHAPTER 13: ENJOYING THE CITY

"If you are a man of leisure you will find more 'society' in Melbourne, more balls and parties, a larger measure of intellectual life – i.e. more books and men of education and intellect, more and better theatrical and musical performances, more racing and cricket, football and athletic clubs, a larger leisured class than in Sydney."

Lewis, Miles and others (1994) *Melbourne- the City's history and development*: 20

2.2 FRONTIER TOWN

SOCIAL DEVELOPMENT

'Melbourne was for many years, according to Grant and Serle, a hard-living, hard-drinking and rackets town, with inhabitants young, high spirited and at first predominantly male. In 1839, 60% were male, but by 1846 the sexes were approaching equality. 29 Civilised amenities were quickly established. Fawcner published the Melbourne Advertiser at the beginning of 1838, and later that year the first race meeting was held at

Batman's Hill, and the Melbourne Cricket Club was established,...

Lewis: 61

4.2 BOOM AND BUST

SOCIAL DEVELOPMENT

'Although some enthusiasts were taking up cricket and the new Australian rules football in suburban areas, organised recreation had, according to Grant and Serle, hardly begun to develop...'

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessment has been upgraded in the light of the 1993 review and the additional historical background of the place in the long sporting club associations.

Selected Capital City Zone inter-war office blocks:

Street Number Name Date

- Collins Street 12 Victor Horsley Chambers 1920-1
- Little Collins Street 362-364 1920c
- Swanston Street 163-165 Swanston House, Ezywalkin Boot shoe and Slipper Store 1921
- Little Collins Street 313-315 Display Block 1921
- Swanston Street 248-252 Tattersalls Building 1922
- Queen Street 20-26 Yorkshire House 1922-1923
- Bourke Street 179-183 Bourke House 1922-1923
- Collins Street 405-407 Aldersgate House 1923
- Exhibition Street 30-40 Alley Building 1923, 1936
- Flinders Street 32-74 Herald-Weekly Times Building 1923-29
- Collins Street 422-428 Temple Court (also Little Collins St) 1923-4
- Bourke Street 323-325 Public Benefit Bootery, former 1924
- Collins Street 71-73 Harley House 1924
- Flinders Lane 165 McDonald & Co Ltd Building 1924
- Swanston Street 113 Capitol House 1924
- Little Collins Street 445-453 Temple Court (rear) 1924
- Lonsdale Street 439-445 Michaelis Hallenstein & Co building 1924
- Bourke Street 327-329 Deva House, former G J Coles & Co. Store 1925
- Queen Street 94-98 RACV Building, former 1925
- Russell Street 27-37 Cavendish House 1925c
- Little Collins Street 306 Christies Piano Warehouse, former 1925c
- Queen Street 100-104 1925c
- Swanston Street 27-41 Nicholas Building 1926
- Collins Street 163-165 Charters House 1926
- Swanston Street 407-409 Druids House 1926-1927
- Elizabeth Street 351-357 Union Bank Chambers, later A.N.Z. Bank 1926-1927
- Collins Street 141-153 Temperance & General Building 1926-38
- Collins Street 175-177 Kurrajong House 1926-7
- Collins Street 107 Francis House 1926-7
- Collins Street 271-279 National Bank (rebuilt) 1927
- Collins Street 341-343 Westpac Travel 1927
- Exhibition Street 53-55 Kelvin Hall & Club, former 1927

- Flinders Street 164-170 Masonic Club 1927
- Queen Street 106-110 Mercantile Mutual Chambers 1929
- Little Bourke Street 434-436 City West Telephone Exchange 1929 design, 1935-7
- Bourke Street 415-419 Evans House, later Rochelle House 1929-1930

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 76-80 Flinders Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **D** on an A-F individual building scale and a streetscape level of 2 (scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 76-80 Flinders Street was assessed in this review and graded **C** on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay⁶. The building at 76-80 Flinders Street was not assessed in this review and graded - on an A-E individual building scale.

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

No citation provided.

⁶ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Other heritage listings

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

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



Figure 189 130-132 Flinders Street



Figure 190 130-132 Flinders Street, upper level

Historical associations with persons or events

Creation or major development date: 1885-1886

Major owners or occupiers: Schuhkraft & Co, Paperbag Manufacturer Young Men's Christian Association Perdriau Rubber Co Ltd

Designer(s): Ellerker, W H

Builder(s): Butler, Charles

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985⁷: A,B,C,D,E,F): **C 2**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993⁸: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985⁹: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

⁷ Referenced in the Melbourne Planning Scheme clause 22.04

⁸ Referenced in the Melbourne Planning Scheme clause 22.04

⁹ Referenced in the Melbourne Planning Scheme clause 22.04

Statement of Significance

What is significant?

Wholesale stationers, paper merchants, printers, lithographers and paper bag makers, Suzannah Schuhkraft & Co., engaged architect W H Ellerker to design this brick warehouse in 1885. The prolific builder, Charles Butler was the contractor. The Herald & Weekly Times newspaper offices were to be located close by from the late 1890s as an aligned industry.

In the Edwardian-era the Civil Service Co-operative Society of Victoria Ltd (managed by J Featherstone) had the building and by 1910, the building had become the Young Men's Christian Association (YMCA), watched over by the Secretary, William Gordon Sprigg, until the association moved to City Road in 1925. The YMCA rose in Victoria during 1871, with strong religious emphasis in its workings with young offenders and opened Victoria's first gymnasium 1878 at the YMCA's Russell Street building. They helped establish the Salvation Army in Melbourne during the early 1880s.

The building returned to its warehouse role in the 1920s when acquired by Perdriau Rubber Co Ltd (car and bike tyre suppliers, formerly of 122 Flinders St) who commissioned architect Alec Eggleston in 1925 to convert it to a showroom and warehouse with drive-through access to the tyre changing department. To this end, the rear elevation was provided with folding driveway doors and ramp entry provided from Flinders Street on the east side of the building but little further change occurred to the street façade except for a new set of grand polished timber doors on the west side of the ground level and two large display windows adjoining.

The Perdriau Rubber Company was established at Birkenhead Point, NSW, in 1904. In 1929 the Company merged with the Dunlop Rubber Company of Australia Ltd., forming the Dunlop Perdriau Co. Ltd. As a result of the merger the building was used as the bulk store for Dunlop and offices for Latex Products, furniture makers, in the World War Two era.

A spectacular and near intact contemporary design from Ellerker & Kilburn (in association with others) is the Queen Anne styled City of Melbourne Building, Elizabeth Street (1888). Other comparable works by Ellerker included Montgomerie's brewery, Jeffcott Street (1884), Victorian Permanent Fire Insurance Co offices Collins Street (1870) and, with Kilburn & Pitt, the important Federal Coffee Palace and Victoria Finance Guarantee and Share Co., Bourke Street West: most of these have been demolished.

Schuhkraft & Co warehouse is an Italian High Renaissance revival warehouse design which has been altered at ground floor during its conversions to new uses. The façade possesses a trabeation layer that includes stylised classical order super-posed piers or pilasters with increasing ornament with that of façade height. There is the traditional marking of each storey with a cement string mould and the graduation of window opening size, with increasing height, culminating with an arcade motif at the top or attic level. The fenestration is both arched and rectangular and the cement ornamentation includes segmentally arched pediments applied to the smooth-rusticated main pilasters framing the façade. At ground level, the large bordered glass panes are from in the 1920s.

However, the upper level street elevation is a skilful combination of trabeation and arcuation, showing relatively greater sophistication than many surviving classical revival elevations in the Capital City Zone. The street elevation relates to adjoining buildings to the west.

How is it significant?

The Schuhkraft & Co warehouse, later AHA House, is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

The Schuhkraft & Co warehouse, later AHA House, is significant historically as a well-preserved late Victorian-era factory-warehouse and aesthetically for the successful combination of façade trabeation and arcuation with distinctive applied cement detail in the Italian Renaissance revival manner by the well known architect, WH Ellerker.

Recommendations

This report recommends that:

- the building and associated land at 130-132 Flinders Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01¹⁰.

¹⁰ Interiors and trees have not been assessed unless cited otherwise in the place description

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



Figure 191 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Council and the Victorian Public Records Office.

i-Heritage

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 (MCC *i-Heritage*: Central Activities District Conservation Study 19/01/1987)
Notable features include elaborate/high standard design of cement rendered surface. New glazing, upper (c1920) (sympathetic - reinstate original design). Sign type "AHA", shopfronts reglazed, new doors (inappropriate - reinstate original design or sympathetic alternative).

Building Permit Application

Building Permit Application 20/5/1885, 1525
'warehouse etc.' provides builder, architect, owner
Building Permit Application 16/7/1925 7626 £5000
Perdriau Rubber Co Ltd

Mahlstedt fire insurance plan series

Mahlstedt & Gee 1888 fire insurance plans: shown with Schuhkraft as occupier.

Mahlstedt (MUA) c1910-1923: plan 6: shows as 4 storey 'Civil Service Cooperative Store' with entrances at either end of the façade and two window openings between. It had 2 lifts at the north end, facing Higson Lane.

Australian Dictionary of Biography: Perdriau

G. P. Walsh, 'Perdriau, Henry (1845 - 1935)', Australian Dictionary of Biography, Volume 11, Melbourne University Press, 1988, pp 200-201. cites: W. F. Morrison, *The Aldine Centennial History of New South Wales*, vol 2 (Syd., 1888); *Cyclopedia of N.S.W.* (Syd, 1907); R. J. Perdriau, *Elusive Freedoms* (priv print, Mass, USA, 1966); *Votes and Proceedings (Legislative Assembly, New South Wales)*, 1897, 4; *Government Gazette (New South Wales)*, 1904, 1, p 1877; *Leichhardt Historical Journal*, no 15, 1986, p 53; *Sydney Morning Herald*, 23 Mar 1920, 21 Mar 1923, 2 Jan, 22 Oct, 21 Dec 1931, 18 Nov 1935. More on the resources

Victorian Heritage Database (VHD)

(Fred Schuhkraft House 52-54 Serpells Road
Location 52-54 Serpells Road TEMPLESTOWE,
Manningham City
Heritage Overlay Number HO153)

Australian Architecture Index (AAI)

Competitive entry in design competition for Commercial Bank, Melbourne, illustrated.

Illus. Elevation American Romanesque style - 'opening of a new style of architecture in this Colony'. *Building Engineering and Mining Journal* 26.4.1890, p 147

Tenders invited for additional storey to I.O.O.F. Hall, Victoria Street. *Argus* 16.10.1876, p 3

Heritage Assessment of 130-132 Flinders Street, Melbourne

Ellerker & Kilburn Awarded silver medal for first prize architectural designs & drawings in connection with Melbourne Centennial Exhibition. Building Engineering and Mining Journal 2.11.1889, p 372

Tenders wanted for new brewery, West Melbourne. (of King and Jephcott Sts., West Melbourne for Mr R. K. Montgomery.) Argus 7.1.1884, p 3

Tender wanted for new Horticultural Hall, Melbourne. Argus 10.5.1883, p 3 (Victoria and its Metropolis ii, 516)

W.H. Ellerker's works include the Carlton Hall, erected by Munro in 3 weeks so that he (Munro) could give election speeches in it. Victoria and its Metropolis ii, 516

Tenders wanted for erection of Protestant Hall, Exhibition St., Melbourne. (qv). Argus 15.11.1881, p 3

(is now under construction. Designed in style most suited to hot climate, Italian. Lower windows are circular headed, relieved by pilasters between and insticated (sic) basement. Upper floor windows are square pediment headed, with trusses and enriched panels. They are divided by Corinthian pilasters, the whole surmounted by large modillioned cornice and balustrade. At the corner of the 2 streets, is a 70 foot high tower with a mansard roof, and square platform enriched by cast iron railing. Brief description of internal layout. Argus 31.1.1882, p 5; Foundation stone laid to new Protestant Hall on the site of the old hall at the corner of Stephen & Lt. Collins Sts. Argus 7.11.1882, p 4)

Designed Federal Coffee Palace in association with William Pitt. Victoria and its Metropolis, II, 576

Design of the Victorian Permanent Building Society's new offices, Collins St. East. Illus. perspective. Illustrated Australian News 10.7.1869 p 148

with William Pitt, architects of 'Oxford Chambers' for the Victorian Finance Guarantee & Share Co., Bourke St. West, opposite Synagogue, 1888-9 (BEM, Vol. 3, 14:12.1889 p 486 (illus at rear)

Ellerker & Kilburn awarded first prize for Stock Exchange. Victoria and its Metropolis V2, 516

Ellerker and Kilburn; and Smith and Johnson joint architects.

Calling of tenders - erection of large block of buildings - cnr. Elizabeth and Little Collins Sts. for City of Melb. Building Society. Australasian Builder and Contractor's News 25.6.1887

New state school at Carlton, No. 1252 in Lee Street, erected by Mr James Gillon of Fitzroy for about £5,200.

'The Argus':

Thursday 5 March 1896

THE LIFT ACCIDENT.

DEATH OF GEORGE STOKES,

The young man George Stokes, who sustained fracture of the skull by falling down the well of the lift at Schuhkraft's Paperbag Manufactory, Flinders street, on

Monday, died in the Melbourne Hospital yesterday afternoon'

Friday 4 October 1912

'MOUSE IN A BAKER'S LOAF.

BAKERY CONVICTED AND FINED.

MELBOURNE, October 3.

In the District Court today the inspector of the Board of Public Health proceeded against the Civil Service Co-operative Society of Victoria, Flinders street, on the charge that on or about May 135, at Yarra Bend, it sold, for the purpose of human consumption, bread which was unwholesome.'

'The Argus':

Friday 30 April 1926

New address for Perdriau Tyres at 130 Flinders St

High Court of Australia: Civil Service Cooperative Society of Victoria Ltd. v. Blyth (1914)

<http://www.qls.com.au/content/lwp/wcm/resources/file/e66ee74c95221c8/family-law-27apr01.pdf>

The meaning of fraud at Common law was settled by the House of Lords in Derry v. Peek (1889) 14 App Case 337 approved by the High Court of Australia in cases such as Civil Service Cooperative Society of Victoria Ltd. v. Blyth (1914) 17 CLR 601 at 609 per Barton J. and by the Full Court of the Family Court in Green v. Kuriatek (1982) FLC

91-259. Fraud is established when it is proved that a false representation has been made

Sands & McDougall Melbourne or Victorian Directories

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

WD1888-9 S Schuhkraft & Co wholesale stationers, paper merchants, printers, lithographs, paper bag makers, 91 Flinders Street east.

D1893 132 Schuhkrafft, S., & Co, paper bag mkr, paper merchs

D1904-D1905: 130-132 Civil Service Co-operative Society of Victoria Ltd—Featherstone, J., manager; Burke, T. M., secretary 134-136 Fraser & Mountain, brass

D1910, D1915, D1920-1924 YMCA

D1930 no listing

D1935 Dunlop Perdriau bulk store

D1939 Dunlop Perdriau bulk store, Latex Products store

D1950 Dunlop Semtex Pty Ltd floor coverings.

Municipal rate records

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

MCC Rate Book Latrobe Ward

- 1888, 287 (91, 93) Schuhkraft & Co owner-occupier brick warehouse 32x84' £500 NAV
- RB1886, 305 (91, 93) Schuhkraft & Co owner-occupier brick warehouse 32x84' £400 NAV
- 1885, 314 (91) owner Mrs Schuhkraft, brick house 6 rooms, 16x84' £80; (93) brick house, 6 rooms, 16x84' £80.
- Lonsdale Street 113 Store 1890c ? C
- Lonsdale Street 185-187 Kearney's Warehouse 1891 B
- Russell Street 205-207 Harris Building 1891 B
- Exhibition Street 266 1891 B
- Russell Street 213-219 Warehouses 1891-2 B

Relevant thematic history extract

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

Lewis, Miles and others (1994) *Melbourne- the City's history and development*: 63

4.3 BOOM AND BUST

CITY ECONOMY

'Between 1861 and 1891 Melbourne's population quadrupled, and the high rate of household formation encouraged massive suburban development, culminating in the land boom. The city centre benefited from the concentration of financial institutions catering not only to Victoria but to much of Australia. Melbourne wholesale merchants also serviced intercolonial areas, like the Riverina of New South Wales, and the newly opened tracts of Queensland...'

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained, as confirmed by the City Heritage Study Review 1993.

Selected late Victorian-era warehouses and offices in the Melbourne Capital City Zone:

Street Number Name Date Value

- Little Collins Street 392-396 Briscoe & Co warehouse 1882-3 C
- King Street 42-44 Gladstone Chambers 1883 C
- Flinders Street 130-132 Schuhkraft & Co warehouse, later AHA House 1885-1886 C
- Flinders Lane 302-306 Leicester House 1886- B
- Little Bourke Street 365-367 Warburton's shops & warehouse 1887 C
- Niagara Lane 25-31 1887 A
- Lonsdale Street 76-78 1888 C
- Lonsdale Street 377-379 1889 C
- King Street 310-316 1889 C
- William Street 259 Spiers and Crawford, warehouse 1889 B
- Little Bourke Street 493-495 Stawell Chambers 1890 B
- Lonsdale Street 279-281 1890c C
- Lonsdale Street 275-277 1890c C
- La Trobe Street 477 1890c B

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 130-132 Flinders Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 2(scale of 1-3).

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

History

Wholesale stationers, paper merchants, printers, lithographers and paper bag makers, Suzannah Schuhkraft & Co engaged architect W H Ellerker to design this brick warehouse in 1885. The prolific builder, Charles Butler was the contractor. Butler also did alterations to Schuhkraft's old store, Flinders Street, for its new owners, Sargood Butler & Nichol, this time to Reed Henderson and Smart's direction.

By c1910, the building had become the YMCA, watched over by secretary, William Gordon Sprigg, until the association moved to City Road in 1925. It is likely that some alterations were done to prepare AHA House for its new use. However, in the World War Two era, the building was a vehicle for some of the newer products of the age, as the bulk store for Dunlop and offices for Latex Products, furniture makers.

A spectacular and near intact contemporary design from Ellerker & Kilburn is the Queen Anne styled City of Melbourne Building, Elizabeth Street (1888). Other comparable works by Ellerker included Montgomerie's brewery, Jeffcott Street (1884), Victorian Permanent Fire Insurance Co offices Collins Street (1870) and, with Kilburn & Pitt, the important Federal Coffee Palace and Victoria Finance Guarantee and Share Co., Bourke Street West: most of these have been demolished.

Description

An Italian High Renaissance revival warehouse design which appears to have

been subtly altered during one of its conversions to new uses. Nevertheless it possesses the traditional graduation of opening size with increasing height of the façade, culminating with an arcade motif at the 'attic' level. The fenestration is generally arched, the cement ornamentation segment-arched (pediments to the smooth-rusticated main pilasters) and each storey divided off with cement string moulds. At ground level, the large bordered glass panes infer alterations, presumably in the 1920s, as does the window joinery on the first two levels.

External Integrity

Renovated in the 1920s at ground level but main pilaster divisions have been retained also window joinery on the upper levels appears altered, albeit sympathetically (photographic evidence needed). Signs added.

Streetscape

A relatively early part of what is now a predominantly early 20th. century warehouse streetscape.

Significance

A sympathetically but only partly altered 19th. century warehouse with surviving successfully applied cement detail and ground level with a relatively high integrity also part of a late 19th. early 20th. Century streetscape.

Other heritage listings

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

Central City Heritage Study Review 1993

The building at 130-132 Flinders Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay¹¹. The building at 130-132 Flinders Street was not assessed in this review. Citations from this assessment are incomplete and in draft final form.

No citation provided.

¹¹ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

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



Figure 192 360-372 Flinders Street, showing added floor



Figure 193 360-372 Flinders Street, defaced Queen Street elevation



Figure 194 360-372 Flinders Street, upper level of Flinders Street facade



Figure 195 360-372 Flinders Street, stone west elevation onto lane.



Figure 196 Fletcher Jones bas-relief figures on upper level

Historical associations with persons or events

Creation or major development date: 1872

Major owners or occupiers: Jackson, James & Robert D Jackson, Mrs (James) Fletcher Jones & Staff Pty Ltd

Builder(s): Taylor & Duguid

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985¹²: A,B,C,D,E,F): **C 3**

MCC Place Value Definition 1985:

Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of

¹² Referenced in the Melbourne Planning Scheme clause 22.04

construction, as well as some individually significant buildings that have been altered or defaced.

Building grading 1993 (Central Activities District Conservation Study 1993¹³: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985¹⁴: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

This site is part of a Crown Allotment 8 Section 3 Parish of North Melbourne, granted to Robert S Webb in 1838. The Cobden Buildings were constructed here for James (Junior) & Robert Dickson Jackson by Taylor & Duguid in 1872 as offices in place of the pioneering 1840s soap & candle factory and residence of James Jackson and Co (later Jackson Rae & Co and finally Rae, Dickson, & Co. from 1852). The site was advertised to be cleared in 1872 in preparation for erection of the Cobden Buildings but it is possible that the coursed rubble blue stone western wall may date from one of the earlier Jackson Rae & Co structures.

Historian, William Westgarth and others have noted that James Jackson was there at the beginning of Melbourne town when Flinders Street had few other residents. Rae, Dickson, & Co. failed financially in the post Gold recession of 1860, leading to the eventual redevelopment of the site for James Jackson junior and his brother. Dead by 1851, James Jackson senior had

already built what is described by Paul deServille as the 'largest mansion in Melbourne', Toorak House, by the end of the 1840s. Toorak House is also notable for its use as Melbourne's first Government House and having inspired the name for the suburb of Toorak. The sons, James & Robert Dickson Jackson eventually returned to England.

Facing busy Queen's Wharf, the Cobden Buildings were used to service key maritime trade figures as well as government, including from 1874 Commissioner of Trade and Customs Chief Harbourmaster, Chief Inspector of Distilleries and the Immigration Agent, and Steam Navigation Board. It was also the office of a range of prominent enterprises including De Beer & Co. ship brokers., Hugh Read & Co merchants and shipowners (Hobson's Bay Dry Dock), the Gippsland Steam Navigation Company, plus Stump & Barber, Custom House agents, Jones & Drummett, forwarding agents and D Levin, a commission agent, as well as the land speculator WFA Rucker of Rucker's Hill, Northcote fame. Later owners included Mercantile Mutual Insurance Company Ltd from 1914 that carried out some minor changes in 1939. Plans drawn then show the large ground level window openings as existing but with timber mullions.

The Cobden Buildings are shown in early views of the area in their intact form as elegant Italian Renaissance revival in style, two-storey, rendered and parapeted, and similar in character to the fine 1860s-70s bank designs of Leonard Terry. There are also similarities with the significant Goldsbrough Mort Building at Bourke and William Streets (1862) designed by architect John Gill (the parapet and ground level openings). However Gill died in 1866.

The ground floor has smooth rustication with one remaining arched opening (of originally many); both levels are divided with superposed pilasters, each engaging with parapet, string and entablature mouldings. Upper level window have aedicule detailing and the parapet is balustraded with a raised entablature central to the south elevation.

Changes to the building include: new window glazing to the new ground floor openings (initially multi-paned and framed in timber) and a cantilever awning addition (1955), all designed by Harry Winbush. The 1955 plans show the now concealed eastern upper level façade. A partial upper storey addition was made in 1970 and a screen erected covering the east upper level elevation. These changes resulted from a long occupation by the iconic Victorian clothing firm of Fletcher Jones & Staff Pty Ltd. who has added

¹³ Referenced in the Melbourne Planning Scheme clause 22.04

¹⁴ Referenced in the Melbourne Planning Scheme clause 22.04

their own character to the building with trousered men in bas-relief on the upper level façade.

Much of this change appears to be reversible given the eastern upper level survives as shown in the 1955 plans and other documentation shows the form of the original ground level openings. The early photographs and existing fabric allows for potential restoration of this historically significant building.

Despite the changes, the building is a good and early example of an Italianate Renaissance revival privately owned (as compared to government) office building design within the Capital City Zone, with small numbers of this building type surviving from the 1870s as compared to shops or warehouses.

How is it significant?

The Cobden Buildings are significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

The Cobden Buildings are significant historically for their key role in early maritime commerce and governance of Melbourne's ports, with links via the James Jackson family ownership to the very beginnings of Melbourne town and Queens Wharf which once stood opposite these buildings. Architecturally, although modified, the upper level is a good and early Italianate Renaissance revival style as applied to an office building, then an uncommon building type in a City of warehouses, residences and shops.

The Fletcher Jones statuettes on the upper level are of historical interest for their depiction of the essence of this famous firm of trouser makers.

Recommendations

This report recommends that:

- the building and associated land at 360-372 Flinders Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01¹⁵.

¹⁵ Interiors and trees have not been assessed unless cited otherwise in the place description

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

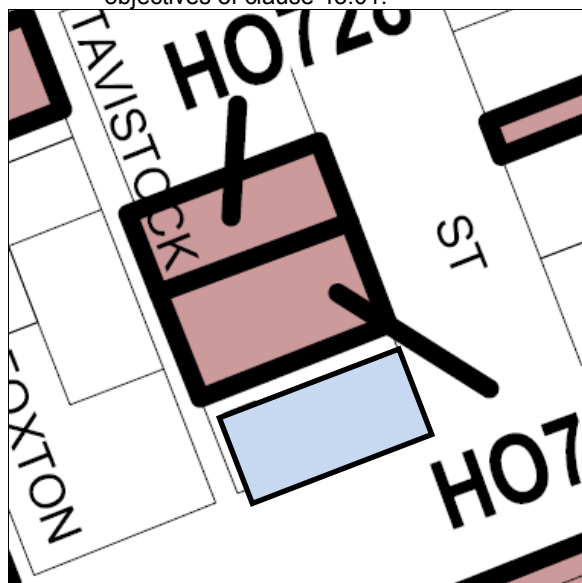


Figure 197 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Council and the Victorian Public Records Office.

Historic Buildings Preservation Council

Keith and John Reid, CBD Study Area 7 Historic Buildings Preservation Council, 1976: page 47- see details of 1871-2 panorama AC Cook Aerial Perspectives (SLV) , 1882 etc, façade then covered in part; Recommended facade retention/ restoration.

I-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 : Building Identification Form (BIF): Description/Notable Features Notable features include elaborate/high standard design of cement rendered surfaces, refined detailing, low integrity, age to be determined. Alterations / Recommendations: Wall colours (sympathetic), east face defaced, shopfronts added and openings altered (both inappropriate - reinstate original design or sympathetic alternative [see remaining arched opening, L.H.]), stone, side wall, painted (inappropriate - remove by approved method), addition to roof (inappropriate - remove or reinstate original design), parapet altered (inappropriate), parapet sign added, awnings added and air units added (all inappropriate - remove or reinstate sympathetic alternative) Other Comments Dating needed; 1871-2 panorama shows "gabled warehouse of two floors"; (existing roof is hipped within a parapet) 1880 panorama shows as is (central pediment) and single openings for each ground bay; V1 p.76 (1870) shown? p.75 (1870).



Figure 198 1871 Cook panorama detail of site.

Panoramas

De Gruchy & Leigh 1866 isometric: shows previous Rae, Dickson complex

AC Cooke Melbourne panorama 1871: shows earlier gabled store behind single storey offices and gabled stores adjoining on west.

Building Permit Application

MCC Building Permit Applications:

14/5/1872, 4820 fee £4; B= Taylor & Duguid, O= Jackson, J & RD `store' (D1872 does not list a Taylor or Duguid as builders): (see also Queen Street listings as Flinders Street corner- 1850,448 store, O= Cook; 1853, 1005 iron office; 1858, 570: O= Rae, Dickson `brick offices' (soap and candle manuf.)



Figure 199 Harry Winbush, South elevation detail, 1955 Building Permit Application



Figure 200 Harry Winbush, East elevation detail, 1955 Building Permit Application

1939, 20438 £1000 alterations to building , A=Leith & Bartlett, mainly internal as Mercantile & Mutual Chambers

1955, 29255 £22,000 alterations to ground and first floor - shop layout architect Harry Winbush for FJ Organizations Pty. Ltd. (Fletcher Jones & Staff Pty. Ltd.)

1959, 33088 £12,000 alts and additions builder JR & L Cockram Pty. Ltd., A= AK Lines, McFarlane & Marshall

1970, \$30,000 third storey to existing 2 storey shop.

Early plans

Hodgkinson, 1853 Melbourne plan: shows large brick building at corner with iron building adjoining to the north along Queen Street (different plan to existing)

Melbourne Roll Plan 12 of 1856 (Bibb's) shows different building plan to existing, matches 1853 plan.

Dove 1877 fire insurance plans

Plan 13: new [-shape plan as existing shown- 2 storey, (Flinders east to west)

Heritage Assessment of 360-372 Flinders Street, Melbourne

- T Davey & Co (at 51)
- Massey White & Co
- Gippsland SNC
- empty
- Binda & Co

Queen Street south to north:

- De Beer & Co (next are stables and bond store..)

Mahlstedt fire insurance plan series:

Mahlstedt & Gee 1888 fire insurance plans (plan 18) shows plan as 2 storey and as existing in [-shape: 51-55 Flinders St, 1-3 Queen Street

51 Tasmanian Steam Navigation Co;

53 Progressive Medical Institute, G Gillespie grain merchant

WJ Trebascus, agent;

55 J Fethers & Co

Queen:

1-, 3 De Beer & Co ship brokers.

Victorian Titles Office

VTO: RGO: application 4887 by Mary Jackson & others 1872 issue of title Vol 565 fol. 861

- Allotment 8 Section 3, Town of Melbourne
- Grantee: 1838 Robert Saunders £62

James Jackson dealings:

- 1851 will of James Jackson of Melbourne Esq. widow, James Rae, Henry Budge beneficiaries.
- 1852 lease of this site by Mary Jackson, Thomas Rae & Henry Budge to John Ed Irvine Dickson for 7 years at £250/annum (Memorial Q 109)
- 1868 appointment of James Gill as trustee of Jackson's will.

National Trust of Australia (Vic):

Fletcher Jones Gardens, Raglan Parade & Flaxman Street and 61 - 68 Flaxman Street WARRNAMBOOL, WARRNAMBOOL CITY

File Number: G13041

Level: State

'The Argus':

Friday 23 April 1852

'We have transferred the Soap and Candle Making Business which we have carried on under the firm of James Jackson and Co , to Messrs Rae, Dickson, &Co., whom we have authorised to collect all outstanding debts due to us on account of said business.

JACKSON, RAE & CO. March 31st, 1852.

Referring to the above notice we beg leave to intimate that we shall carry on the business of Soap and Candle Makers, in the premises heretofore occupied by Messrs Jackson, Rae. and Co., Flinders-street, corner of Queen-Street*.

RAE, DICKSON, & CO. March 31st, 1852.

Monday 12 March 1860

We are threatened with another commercial crisis. Two old houses of first-rate standing hitherto-W. M. Bell and Co. and Rae, Dickson, and Co. have gone-the former of £18,000, and the latter for £25,000 ; of the compositions effected you have already been informed by telegraph. These suspensions have caused a great deal of talk, and have given rise to no little uneasiness. All the old established houses in Melbourne are said to be failing, and business has received another check. The horizon of the commercial world is none of the brightest just now. The falling off in the yield of the gold-fields, although believed to be only of a temporary nature, is a serious fact. ? off in the yield of the gold-fields, although believed to be only of a temporary nature, is a serious fact. ? The failure, one after another, of the bubble mining companies involves no inconsiderable loss of capital to the unfortunate shareholders. Added to this, the unsatisfactory condition of the mining and labouring classes is matter for grave consideration. There is quite a rush of the bone and sinew out of the colony. Of the 601 taken by the Great Britain, above 400 were such as could be ill spared-hardworking, provident men, and their families, who had saved a little, and escaping from what they called worse than a prison. Such is the result of forced-up prices of labour by combinations among the scheming and indifferent workmen !

(see also Thursday 26 April 1860)

Friday 26 April 1872

'MONDAY, APRIL 29.

At Eleven O'clock.

On the Premises, Corner of Queen and Flinders Streets. The Whole of the Building Materials forming the Business Premises of the late Firm of Rae, Dickson, and Co.

To Builder, Contractor, and Others.

GEMMELL, TUCKETT, and Co. have received Instructions to SELL by AUOTION, on Monday April 29, at eleven o'clock, on the premises,

The whole of the building material forming the business premises of the late firm of Messrs. Rae, Dickson. and Co., comprising brooks, wood work, stone, Iron, pitching, &c

The whole to be cleared away within three days.

No reserve'

Saturday 4 April 1874

Minister of Lands and Agriculture, and President of the Board of Land and Works

Department of Trade and Customs.

Melbourne, 2nd April, 1874.

Heritage Assessment of 360-372 Flinders Street, Melbourne

FROM and after Wednesday next, the 8th inst, the BUSINESS of the undermentioned departments will be TRANSACTED in offices situated in COBDEN BUILDINGS, at the corner of Flinders and Queen streets Commissioner of Trade and Customs Chief Harbourmaster, Chief Inspector of Distilleries and Immigration Agent, Steam Navigation Board.

J CHATFIELD TYLER,

For the Commissioner of Trade and Customs

Saturday 16 August 1879

HUGH R REID and Co

...

TRANSFERRED their INTEREST

In the HOBSONS BAY FLOATING DOCK

To Captain James McIntyre and Mr John Clarke master shipwright. The undersigned also intimate that they have RFMOVED to 55 Flinders street west (Cobden buildings) where they will in future carry on the business of shipowners and merchants

HUGH R REID and Co

Wednesday 29 December 1886

'FIRE IN QUEEN-STREET.

The Insurance Fire Brigade received intimation at half-past 4 p.m. on Tuesday that a fire was burning in Cobden-buildings, at the corner of Flinders and Queen streets..' in offices of Wesley & Smellie tea merchants, no major damage.

Saturday 31 January 1925: 'Early Melbourne' (see also Saturday 3 April 1920)

'...I will now recall a few of the residents and structures in Queen street, which was the eastern boundary of the residential and fashionable part of the west end of Melbourne in the fifties and sixties. Beginning from Flinders street we find that Messrs. Rae Dickson and Co., soap and candle manufacturers; Dickson, Gilchrist, and Co., merchants; and Stubbs and Son, auctioneers, had their business premises on the west side of Queen street. On the opposite side, between Flinders lane and Collins stood the first four-story house in Melbourne...'

Saturday 23 February 1901

'...that the SEAL of the said Supreme Court may be AFFIXED to probate of the will and codicil thereto of MARY JACKSON, formerly of No. 4 Stanhope-street, but late of No. 23 Kensington Court, both in the county of Middlesex aforesaid, widow, deceased, granted by the Principal Probate Registry of the High Court of Justice, England, to the said James Jackson and Robert Dickson Jackson, the executors named therein.'

Australian Architecture Index (AAI)

Search on Terry:

Leonard TERRY Tenders wanted - erection of a bluestone store in Flinders St. (demolished)

for Hon. G.W. Cole MLC. Argus 4.3.1862 p 8

Search on Rae

Charles Laing

tenders wanted - erection of a store, office, boundary wall and other works in Queen St. at cnr. near Flinders St. (for Jackson Rae & Co.). Port Phillip Gazette 7.2.1846 p 3

Charles LAING

Tenders wanted - erection of a store for Jacksons, Rae & Co. Melb. Herald 21.11.1850 p 3

Public records

PROV: See 'T. A. Walker to the Commissioner of Police regarding method for landing Deeming in Melbourne'

PROV, VPRS 937/P0 Inward Registered Correspondence, Unit 511, Deeming Case - instructed from Cobden Buildings

Picture Australia (Mitchell Library):

Title Queen Street, Melbourne, looking north from Flinders Street (showing Bryan Loungnan's Conference Hotel and Webster Bros., merchants, right)

Creator American & Australasian Photographic Company

Call Number Home and Away - 40355

Digital Order No. on4_40355

c1871-5

Raworth, 2002: assessment cites the Woolpack Inn as located here but this was to the north at the Flinders lane corner (15 Queen St).



Figure 201 View north up Queen Street c1870-1875 showing original east facade (Mitchell Library Holterman Collection)



Figure 202 Flinders Street elevation 1960s (State Library of Victoria collection H36133)



Figure 203 Contextual view east up Flinders Street from Spencer c1870-1875 showing Queens Wharf and new Victoria Dock (Mitchell Library Holterman Collection)

Macbeth `Pioneer Index

James (1845-) & Robert (1849-), sons of James Jackson born Melbourne/Toorak

Sands & McDougall Melbourne or Victorian Directories

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

D1893: (corner site at Queen Street to Tavistock Pl on west)

- 366 McLeod, Norman, lighter man
- 368 Gillespie, G., & Cu, grain merchants
- 370 Vacant
- Aust Asbestos Manufacturing Co- Park, J. C., mgr.
- 372 Glassfurd, Matthew, produce merchant and coin agnt
- Knight, It., carrier
- Ellerker, J. B., commission and timber agent
- Keeson, A. W., tea broker and commission agent (corner site at Tavistock Lne)
- M1888 (plan 18) shows plan as 2 storey and as existing in [-shape: 51-55 Flinders St, 1-3 Queen Street
- 51 Tasmanian Steam Navigation Co;

53 Progressive Medical Institute, G Gillespie grain merchant

WJ Trebascus, agent;
55 J Fethers & Co
Queen:
3 De Beer & Co ship brokers.

D1880
(corner site Queen St)
53 Gillespie , George, and Co, wheat merchants
53A GIPPSLAND STEAM NAVIGATION COMPANY (Limited)

Braim, Edwin J, secretary
53 B Shaw, Gavin, merchant
Shaw, William B, merchant
Lilley, Alexander, commission agent
55 Reid, Hugh R, and Co, merchants and shipowners
55 Fethers , James, and Co, general agents
Noyes and Fethers, trade assignees
PURIFIED COAL AND COKE COMPANY- Langwill, Peter,
Langwill , Peter, merchant
MELBOURNE HAM AND BACON COMPANY- Langwill,
Peter, manager
55 Grllnberg , C, and Co, importer
(Queen St- W side
at Flinders St

I Hudson , Charles , ship , commission , customs and
Tasmanian Steam Navigation Company's agent
Hart, Henri J , merchant
Pole , William , tea merchant
Leckie, Thomas, broker
Carter, H. it. and Co, commission merchants
England, M. H, tea broker
Johnston, R, commission merchant
Rucker , W. F. A, accountant
Hicks, R. McCall
Witt , William

Veitch and Todd, importers soft goods
Jack, Richard, importer
Gill, James, mortgage and estate agent
Buchanan , A. M, and Co, merchants , indent and commission agents

3 DeBeer , 8, and Co, shipping)
M1877 plan 13: [-shape plan shown- 2 storey,
(Flinders east to west)
T Davey & Co (at 51)
Massey White & Co
Gippsland SNC
empty
Binda & Co
Queen south to north:
De beer & Co (next are stables and bond store..)

D1875
COBDEN BUILDINGS
7 Capper, S
12 Cornillon, PE
13 Johnston, R
17 England, MH
18 Rucker, WFA accountant
20 Gill, J
Binda, L & Co.
Curr, EM inspector of sheep
Massey White & Co

Heritage Assessment of 360-372 Flinders Street, Melbourne

Gippsland Steam Navig. Co. Ltd
(next over lane is 53)

D1874:
COBDEN BUILDINGS
GIPPS LAND STEAM NAVIGATION CO (Ltd)
(Queen Street many listed under 1-7)
D1873
'large building in course of erection'
53...

D1872
53 Solomon, Isaac, malt and hop merchant
Braddon, William news vendor
Bayldon & Graham soap and candle manufacturers
and wool brokers
55 Cook, WJ produce and commission agent
Condon & Co coal merchants
Queen St
Meyer, F shipping broker
Politz, J broker and commission agent
Prytz, Cornillion & Co..
1A De Beer, Samuel...

D1870
53 Solomon, Isaac, malt merchant
Walsh, J & Co...
Brown, Henry..
Rae, James ...
Bayldon & Graham soap and candle manufacturers
and wool brokers
Samuel, Mrs fruiterer
55 Keans, John produce dealer
Queens St
1 Reid, Poole & Co...
Osborne, Michael ...
Fischer, S ..
1A DeBeer, S ...
55 Cook, WJ produce and commission agent
Condon & Co coal merchants
Queen
Meyer, F shipping broker
Politz, J broker and commission agent
Prytz, Cornillion & Co..
1A De Beer, Samuel...

D1868 53-55 similar occupiers

Municipal rate records

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

VPRS 5780 Microfiche
Flinders Street 360-372– City of Melbourne –
Lonsdale ward

Date Rate no Occupier Owner Description Nav
1890

- 855 Charles Hudson Mrs Jackson Bk. Offices Gr. Floor, 66 x 63 180
- 856 New Northcote Brick Co. Mrs Jackson Bk. Offices ground floor 80
- 857 Longwill & others Mrs Jackson Over Queen street 1st floor 600

- 858 Dr. Beer & Co. Mrs Jackson Bk. Offices ground floor 150
- 1880
- 758 Hudson Mrs Jackson 1 Queen St. Bk. Offices 2 rms. 90
 - 759 H. J. Hart Mrs Jackson Bk. Offices 2 rms. 66 x 63 80
 - 760 J. Gill and others Mrs Jackson Over Queen street Bk. offices 1st floor 18 rms. 380
 - 761 J. De Beer & company Mrs Jackson 5 Queen street Bk. Offices 2 rms. 80
 - 762 McKenzie & Company Mrs Jackson 5 Queen street Bk. Spice mills 92 x150' 400
- 1873
- 694 H P Saltec Ex. Jackson Gill agent 1 Queen St. 2 Bk. Offices 24 x 50 90
 - 695 Blank Ex. Jackson 3 Queen St. 2 Bk. Offices 24 x 50 75
 - 695A Gill & others Ex. Jackson 3A Queen St. 18 offices 1st floor over ?? to 55 Flinders St. 350
 - (696 McKenzie & Co. McKenzie & Co. 5 Queen St. steam spice & coffee mills 46 x 150) 350
- 1872
- 683 J. McKenzie Ex. Jackson steam spice mills 46 x 150 350
- 1871
- 678 J. McKenzie Ex. Jackson Bk. steam spice mills 46 x 150 350
- 1870
- 624 J. McKenzie Jackson Exeo. Store stable and mill 350

Relevant thematic history extract

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

Lewis, Miles and others (1994) *Melbourne- the City's history and development*: 35

2.7 FRONTIER TOWN

PUBLIC WORKS

The first wharf on the Yarra was Queen's Wharf, on the Pool, where Lancey's party had initially camped, backing onto what became the site of the Customs House. In 1839 Lonsdale proposed to employ convicts in forming a wharf with tree trunks on the opposite side of the river, but Governor Gipps had been told to send no more convicts to Port Phillip, and the work did not proceed.

In 1840, however, La Trobe initiated work on a small wharf on the south bank at this point, which was completed in 1842... Thereafter, development proceeded downstream from these points, with the north bank always ahead of the south. In 1841 Captain George Ward Cole applied to build the first private

wharf on the north bank between King and Spencer Streets, and others followed...'

4.1 BOOM AND BUST

HISTORY

The legacy of gold was the transformation of Melbourne into an instant metropolis.

Central to this transformation was the city's continuing function as gateway to a much enlarged hinterland, and as clearing-house for an increasingly sophisticated inter-colonial economy. Pastoralism reasserted itself as the backbone for these developments, although wool exports never quite so dominated the colonial economy as they had before the discovery of gold. Continuing innovations in communication by road and railway consolidated the growth both of the pastoral economy and of the port metropolis. Marine technological innovation, the opening of the Suez Canal, and reducing transport costs, had by the early 1870s firmly established the Australian run among the world's major shipping networks. An Italian visitor to Australia in the early 1870s recalled that to dock in Melbourne was to be enveloped in a 'forest of ships' masts...on all sides.'

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained, as confirmed by the 1993 and 2002 reviews. The historical associations are so strong as to compensate for the architectural changes that are retrievable as well having some value of their own.

Selected office buildings from the mid 1860s-1870s in the Capital City Zone are few in number:

Street	Name	Date	Architect
Collins Street	400-402	London and Lancashire Building 1865...	Eggleston, A S & R A (1940)
Flinders Lane	238-244	1870-?	
Flinders Street	360-372	Cobden Buildings, later Fletcher Jones building	1872 Gill?

- Collins Street 400-402 London and Lancashire Building 1865... Eggleston, A S & R A (1940)
- Flinders Lane 238-244 1870-?
- Flinders Street 360-372 Cobden Buildings, later Fletcher Jones building 1872 Gill?

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 360-372 Flinders Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 360-372 Flinders Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay¹⁶. The building at 360-372 Flinders Street was assessed in this review and graded **C** on an A-E individual building scale.

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

History and Description

360-372 Flinders Street, was constructed c.1861 as a group of offices. The designer and builder are not known. Built on the site of the earlier Woolpack Inn the building was initially used to service maritime trade and was the registered office of a range of enterprises including, Stump & Barber, Custom House agents, Jones & Drummatt, forwarding agents and D Levin, a commission agent.

It is a good and particularly early example of an Italianate design within the CBD. The building has been considerably modified since its original construction. A partial upper storey has been constructed and small window openings to the ground floor, visible on early drawings.

Statement of Significance

360-372 Flinders Street is of aesthetic and historical significance at a local level as a good and particularly early Italianate building built to service maritime trade within Melbourne's CBD.

¹⁶ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Other heritage listings

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

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



Figure 204 508-510 Flinders Street



Figure 205 508-510 Flinders Street, in streetscape context with former coffee palace and State Savings Bank to the west.



Figure 206 508-510 Flinders Street, corner entry with tiled facade and leadlight glazing.

Historical associations with persons or events

Creation or major development date: 1926

Major owners or occupiers: Visbord, H A

Designer(s): Johnson, Harry R

Builder(s): Unknown.

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985¹⁷: A,B,C,D,E,F): **C 3**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993¹⁸: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985¹⁹: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

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

¹⁷ Referenced in the Melbourne Planning Scheme clause 22.04

¹⁸ Referenced in the Melbourne Planning Scheme clause 22.04

¹⁹ Referenced in the Melbourne Planning Scheme clause 22.04

Statement of Significance

What is significant?

Noted as the Mercantile Hotel on Thomas Bibb's early plan of Melbourne (c1855), this site held the London and Carnarvon Hotel early this century and, later, premises bearing its present name around World War One. The increasingly poor condition of this latter hotel in the 1920s led to the construction of the present building.

Architect Harry Raymond Johnson (son of the town hall design specialist, George R Johnson) designed a new three level brick hotel for the site, with structural engineering advice by Clive S Steele. Harry Raymond Johnson was born 1892, trained as an architect and designed many flats and other buildings in St. Kilda. He was mayor of St. Kilda in 1932-3.

Downstairs there were three bars (private, saloon and lounge) and a private dining room at the north end of the building. There was plentiful drinking space for denizens of the nearby waterfront. Upper levels held accommodation, potentially for railway travellers visiting the metropolis.

The area had served as a port since Melbourne's beginnings and a dense assortment of provedores, stevedores and shipwrights surrounded the hotel, up lanes, fronting Flinders Street and on the Yarra River itself. One year after the hotel was built, Johnson designed shops, factory space and offices to adjoin to Flinders Street, as the Waterside Buildings (512 - 514).

Mrs M McCoppin was the licensee around the 1930s, succeeded by Mrs P D Farrow in the 1940s. True to its name, the hotel's opening hours (6.00am - 6.00pm) reflected its original purpose to serve waterside workers.

The hotel adopts a simple design with an octagonal tower at the corner of Flinders and King Street providing much of the visual interest. The tower is constructed in cement rendered concrete and rises through the full height of the building to terminate in a cupola. The tower base is reiterated along each street façade in the form of implied primary and secondary pavilions at corners and central to the Spencer Street elevation, with applied quoining and raised parapets. Diamond pane windows (upper sash only) were utilised at first and second levels, while half - glazed doors (pairs or single) were distributed around the ground level. Segment arches mark the residential entry and one of the public bar entrances, while the corner tower directs traffic to the main bar entrance, at the corner splay.

The building's towered form and details are typical of contemporary hotel designs, most notably the work of the Carlton and United brewery architects, Sydney Smith & Ogg. The hotel demonstrates the emerging tendency towards a greater austerity, found in hotels such as the Yorkshire Stingo and Retreat Hotels in Abbotsford. The design relies considerably less upon ornament than the nearby Markillie's Hotel completed less than a decade earlier in a vigorous Edwardian Baroque Manner.

The building relates to the adjacent similarly scaled Edwardian and Victorian-era commercial buildings west along Flinders Street and the significant Edwardian Baroque and historically linked Melbourne Steamship Company building, north along King Street. The line of warehouses and stores on the east side of King Street also evoke the former proximity to Melbourne's port.

The hotel is externally well-preserved.

How is it significant?

The Waterside Hotel is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

Waterside Hotel is significant aesthetically as a well-preserved inter-war, corner-towered hotel which follows an established aesthetic for corner hotels designed in this period. More importantly the hotel promotes a seafaring image and hence evokes the former dominance of waterside trade in this part of the City. Although today it is physically remote from shipping wharves, the hotel is part of a historically significant group of offices and stores related to early maritime trade in the Victoria.

Recommendations

This report recommends that:

- the building and associated land at 508-510 Flinders Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01²⁰.

²⁰ Interiors and trees have not been assessed unless cited otherwise in the place description

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

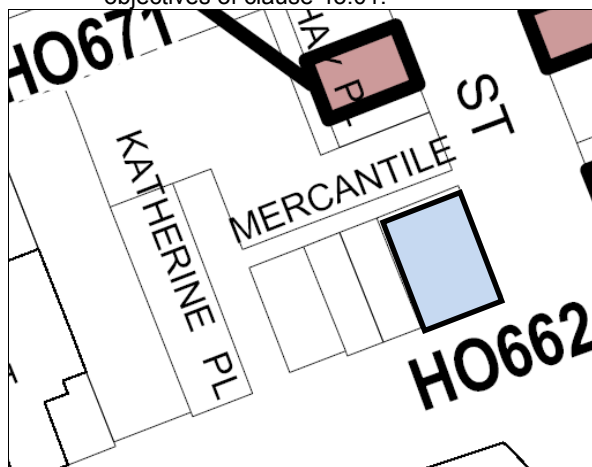


Figure 207 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council

Lawrie Wilson & Associates, 1977. Historic Buildings Preservation Council Report on CBD Block No 6 Dec 1977 (84): 126.

i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): . Description/Notable Features : Notable features include shop front; shop verandah; old site hotel; tiled dado; Interior recommended for inspection.

Building Permit Application

MCC Building Permit Application: 1925, 7526

State Library of Victoria collection: Cole collection: List of Licensees (see under Melbourne Directories)

Australian Architectural Index (AAI)

G.R. Johnson had son who became architect (H.M.G. Johnson) whose son Harry Raymond Johnson, (b. 1892) became architect and designed many flats and other buildings in St. Kilda. Mayor of St. Kilda, 1932-3.

Telephone conversation with Milton Johnson, 1 July 1982, Terry Sawyer

'The Argus'

'The Argus' 28/1/1925:

'Buildings Inadequate.

Frank Henry O'Kane applied for the transfer of the license of the Waterside Hotel, Flinders street, from Daisy

M Butler. The applicant, for whom Mr Bernard Nolan appeared gave evidence concerning his association with other hotels He said that his wife was at present the licensee of another hotel.

Licensing Inspector Mahony said that the hotel was in a most unsatisfactory condition He was surprised that a hotel in such a state could be found in Melbourne 'The building was most dilapidated and not a single room was fit for occupation 'the kitchen and dining room were both inadequate He proposed to serve an order on the owner of the premises calling on him to make extensive alterations, in order that reasonable accommodation might be provided for the public

The Court intimated that it had closed an important competitor to the Waterside Hotel and that it was not satisfied with the existing building or with the promise which had been made, that a new building would be constructed estimated to cost between £5 and £7.000

The application for the transfer of the license «as adjourned for a week

Mr Clarkson, appearing for the owner (Mr H A Visbord) asked that the matter might be reconsidered He said that there was a strike on the waterfront, and that the licensee had that morning sold her furniture which would be removed from the hotel that evening. Mr Visbord appealed to the Court to help him. He had he

said promised to have the plans of a new building prepared in next September

The Chairman said that the Court was not altogether satisfied with the applicant for the transfer of the license

Mr Visbord-What can I do? If the hotel to be closed'

The Chairman-If there is a strike on and if the hotel is in the state that the licensing inspector has reported, it would not hurt to close it for a few days

Mr Visbord -I have provided in the new lease to spend £200 immediately on the building I have already spent £200 on the building

The application for the transfer of the license was eventually refused'

The Argus 3/7/1926:

tenders for leasing the hotel now being completed.

The above fine up-to-date three-storied premises with every modern convenience, hot and cold water in every bedroom: IN ONE OF THE BEST POSITIONS IN : MELBOURNE. CLOSE TO WHARVES mid RAILWAY STATIONS' apply licensee.

Other sources

Melbourne Roll Plan 12 (Bibb's) 1856 earlier building shown as the Mercantile Hotel

Picture Victoria collection



Figure 208 Karl Halla, Picture Victoria from North Melbourne Library collection, 1960s.

Cole Collection

Licensees from State Library of Victoria collection: Cole Collection

1915 OASTLER, A. Y

1916 ROBINS, WILLIAM HENRY

1918:

BONES, FRDK. EDMUND

BENJAMIN, HY. G

1919 ROBINSON, MARGARET, Mrs

1919 DENNIS, MARGARET Miss

1923 BUKES, DASSIG. W

1921 DORGAN, SARAH

1922 O'KANE, F. H

1925 VISBORD, VICTOR

1926: BENHAM, ETHEL. M)

1928 McCOPPIN, MENO

Sands & McDougall Melbourne or Victorian Directories

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

D1930 Waterside Hotel, Mrs M McCoppin

D1939, 1944-5 Waterside Hotel Farrow, FD

D1950 Waterside Hotel Christiansen, WA

Municipal rate records

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

No search carried out.

Relevant thematic history extract

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

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

4.2 BOOM AND BUST

SOCIAL DEVELOPMENT

Central Melbourne was still to a significant extent a residential area, and it was occupied largely with terraces, lodging houses and medium density accommodation, whose inhabitants occupied much of their leisure outside the home. The hotels, which were very numerous and mostly very small, played a much greater role in social life than they were to do in the twentieth century.

Lewis: 35

2.7 FRONTIER TOWN

PUBLIC WORKS

The first wharf on the Yarra was Queen's Wharf, on the Pool, where Lancey's party had initially camped, backing onto what became the site of the Customs House. In 1839 Lonsdale proposed to employ convicts in forming a wharf with tree trunks on the opposite side of the river, but Governor Gipps had been told to send no more convicts to Port Phillip, and the work did not proceed.

In 1840, however, La Trobe initiated work on a small wharf on the south bank at this point, which was completed in 1842... Thereafter, development proceeded downstream from these points, with the north bank always ahead of the south. In 1841 Captain George Ward Cole applied to build the first private wharf on the north bank between King and Spencer Streets, and others followed...'

4.1 BOOM AND BUST

HISTORY

The legacy of gold was the transformation of Melbourne into an instant metropolis.

Central to this transformation was the city's continuing function as gateway to a much enlarged hinterland, and as clearing-house for an increasingly sophisticated inter-colonial economy. Pastoralism reasserted itself as the backbone for these developments, although wool exports never quite so dominated the colonial economy as they had before the discovery of gold. Continuing innovations in communication by road and railway consolidated the growth both of the pastoral economy and of the port metropolis. Marine technological innovation, the opening of the Suez Canal, and reducing transport costs, had by the early 1870s firmly established the Australian run among the world's major shipping networks. An Italian visitor to Australia in the early 1870s recalled that to dock in Melbourne was to be enveloped in a 'forest of ships' masts...on all sides.'

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained, as confirmed by the 1993 and 2002 reviews.

Selected Capital City Zone hotels of the 1920s:
Street Number Name Date

- Spring Street 267-271 Elms Family Hotel 1925
- King Street 131-135 Peoples Palace 1925-1926
- Flinders Street 508-510 Waterside Hotel 1926
- Spencer Street 66-70 Batman's Hill Hotel 1926-1928
- La Trobe Street 293-299 Duke of Kent Hotel, former 1929

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 508-510 Flinders Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3 (scale of 1-3).

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

History

Noted as the Mercantile Hotel on Thomas Bibb's early plan of Melbourne (c1855), the site held the London and Carnarvon Hotel early this century and premises bearing its present name around World War One. Subsequently the architect Harry R Johnson (son of the town hall specialist) designed a new three level brick hotel for the site, with structural engineering advice by the ubiquitous Clive S Steele. Downstairs there were three bars (private, saloon and lounge) and a private dining room at the north end of the building. Upper levels held relatively quiet (prior to Kings Bridge and the overpass) accommodation for railway travellers visiting the metropolis and of course drinking space for denizens of the waterfront (Victoria Dock, 1893-); the Yarra being navigable by larger ships since completion of Coode's Canal in 1887. The area had served as a port since Melbourne's beginnings and a dense assortment of provedores, stevedores and shipwrights surrounded the hotel, up lane, fronting Flinders Street and the Yarra River itself. One year after the hotel was built, Johnson designed shops, factory space and offices to adjoin to Flinders Street, as the Waterside Buildings. (512-14).

Mrs M McCoppin was the licensee around the 1930s, succeeded by Mrs P D Farrow in the 1940's. True to its name, the hotel's current opening hours (6.00 a.m. - 6.00 p.m.) reflect its original purpose.

Description

Each building face is divided into bays by the placement by the placement of implied primary and secondary pavilions at corners and central to the Spencer Street elevation. The primary pavilion provides the octagonal tower base for

a cemented concrete cupola at the corner while secondary pavilions take on a more two-dimensional appearance, with tower-like motifs trimmed with quoining, rising above the main parapet. Diamond pane windows (upper sash only) were utilized at first and second levels, while a surprising number of half-glazed doors (pairs or single) were distributed around the ground level. Segment arches make the residential and one public bar entrance, while the tower directs traffic to the main bar entrance, at the corner splay.

The building form and detail is typical of contemporary hotel designs (usually by Architects, Sydney, Smith & Ogg), following a Beaux Art influenced carry over from Edwardian Classicism, (compare with Yorkshire Stingo, Abbotsford), tempered by the emerging neo-Grec influence towards an overall austerity and less reliance on ornament, (compare with Edwardian Baroque of the Markillie's Hotel).

External Integrity

Generally externally original.

Streetscape

Commencement of a short two and three commercial streetscape, sharing a classical revival and the same architect (512-14 Flinders Street) also, given the tower and cupola, it is a successful corner element.

Significance

A near intact corner towered hotel which, above all others, promotes a seafaring image and hence, in turn, the former dominance of waterside trade in this part of the city. The design is typical of, and more austere than, other contemporary corner hotels, but this building possesses a relatively higher integrity.

Central City Heritage Study Review 1993

The building at 508-510 Flinders Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay²¹.

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

The building at 508-510 Flinders Street was assessed in this review and graded C on an A-E individual building scale.

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

History and Description

The western corner of Flinders and King Streets has been the site of two hotels trading under a variety of names. The Mercantile Hotel is noted in this location on Thomas Bibb's early plan of Melbourne. Early this century, the premises became the London and Carnarvon Hotel before adopting its present name, Waterside Hotel, around 1915. In 1925, architect Harry R Johnson (son of the Town Hall specialist GR Johnson) designed a new three level hotel for the site with structural engineering from the ubiquitous Clive Steel. It is unclear as to whether any part of the early fabric was incorporated into the new design.

As constructed, the hotel contained three downstairs bars and a private dining room at the northern end of the building. Upper levels were largely devoted to accommodation for travellers entering the City by sea although the hotel also catered for the dense assortment of provedores stevedores and shipwrights who were engaged at the docks along the Yarra. One year after the opening of the hotel, Johnson was commissioned to design a group of shops, factory spaces and offices on an adjoining section of Flinders Street to be known as the Waterside Buildings. These have survived in poor condition.

The hotel adopts a simple design with an octagonal tower at the corner of Flinders and King Street providing much of the visual interest. The tower is constructed in cement rendered concrete and rises through the full height of the building to terminate in a cupola. The tower motif is reiterated along each facade in the form of two dimensional tower-like motifs trimmed with quoining and rising above the main parapet. Diamond pane windows (upper pane only) were utilised at first and second floor levels and appear generally to have survived intact. The name, Waterside Hotel, is displayed in raised render in the upper sections of the Queen Street facade.

The building form and detail is typical of contemporary hotel design, most notably the work of Melbourne architects, Sydney Smith & Ogg. It demonstrates the emerging tendency towards overall austerity found in hotels such as the Yorkshire Stingo and Retreat Hotels in Abbotsford and relies considerably less upon ornament than the nearby Markillie's Hotel completed less than a decade earlier in an Edwardian Baroque Manner.

The building has been painted in an inappropriate manner but is otherwise reasonably intact to its original state. Despite

Heritage Assessment of 508-510 Flinders Street, Melbourne

some brick cracking, the building appears to be in good condition.

Statement of Significance

The Waterside Hotel is of aesthetic significance at a local level as a good and substantially intact example of an interwar hotel within Melbourne's CBD.

Other heritage listings

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

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



Figure 209 516-518 Flinders Street, next to former State Savings Bank



Figure 210 516-518 Flinders Street, rear

Historical associations with persons or events

Creation or major development date: 1879-80

Major owners or occupiers: Bergin, Thomas
estate Coffee Taverns Company

Designer(s): Taylor, Lloyd

Builder(s): Beecham, H & Co. Collins Street West

Place evaluation

Building grading and streetscape level 1985
(Central Activities District Conservation Study 1985²²: A,B,C,D,E,F): **D 3**

MCC Place Value Definition 1985:

Buildings are either reasonably intact representatives of particular periods or styles or they have been substantially altered but stand in a row or street which retains much of its original character.

Building grading 1993 (Central Activities District Conservation Study 1993²³: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985²⁴: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

Coffee Tavern (Number Two) was erected in 1878-1880 by H Beecham & Co. to the design of

²² Referenced in the Melbourne Planning Scheme clause 22.04

²³ Referenced in the Melbourne Planning Scheme clause 22.04

²⁴ Referenced in the Melbourne Planning Scheme clause 22.04

Lloyd Tayler, architect, for the Coffee Taverns Company (Limited), as part of the rising temperance movement in the Colony.

The Coffee Taverns company had been formed by some of Melbourne's more distinguished figures to promote venues where working men could gather without the lure of alcohol and its consequent ruination. Venues were chosen to be close to the waterfront or the Bourke Street East or Stephen Street theatre and red light district where their potential clientele was most numerous.

The company took advice from similar institutions such as the Williamstown Sailors Rest and Work Men's Coffee Room where coffee, tea, and cocoa were sold at the uniform charge of 2d per cup as an encouragement for working men to bypass the bar. They aimed to open as many coffee taverns as possible to match the large numbers of existing hotels. 'The Argus' congratulated the formation of the company, seeing that it was '...distinct from the existing suburban taverns, being focussed at the City. If 40 were to be opened in the City it would match the 'old type' of tavern, mainly in Bourke St.'

London newspaper reports provided the basis for the movement:

'The coffee public houses now springing up all over London, by combining the advantage of a tavern with those of a coffee-house, fill a place long vacant in our national system of refreshment. It is true that there have been places for the sale of coffee in London ever since the introduction of that beverage, but, for some unexplained reason, the coffee house proper has drifted almost out of existence..'

New public houses had changed their character from the old ale house to a new and brassy image with plate glass and gilt letters: coffee taverns had to match this form of seduction.

As testimony to the importance of the movement, the new coffee tavern in Flinders Street was opened in January 1880 by the Mayor of Melbourne, in front of His Hon Sir WF Stawell and Mr Arthur Barnett after laying the foundation stone in August 1879:

'The new building which is to be constructed of brick, is to be three stories high frontage to Flinders street of 33ft by a depth of 40ft It will contain on the ground floor a coffee room 30ft x22ft, 14ft in height, a serving room, and an ample lavatory. On the first floor there will be a billiard room 30ft x 20ft and a smoking room 17ft square. On the second floor there will be a Ladies coffee room, a sitting room, and a kitchen besides accommodation for the manager. The front of the building will be finished in Portland cement and will be decorated with pilasters panels and cornices It

will be 50ft high and when completed should form an attractive addition to the architecture of the street. The amount of the contract for the erection of the building is £1736 exclusive of fittings.'

The first coffee tavern (Number One Tavern) was built in 1879 by the company in Bourke Street, just east of Swanston Street, and designed by William Pitt as a premiated design for the Melbourne Coffee Palace. It has since been demolished. However, the best known former coffee palace in the Capital City Zone is the Windsor Hotel but it was commenced in 1883 as a conventional licensed hotel for George Nipper and originally known as the Grand Hotel.

Number Two Coffee Tavern has a mannered Italian Renaissance Revival style cemented façade over three levels, with single and grouped arched window openings, each with applied colonettes. Atypically, the top level only has imposed classical order trabeation. The parapet has parapet piers of differing heights and, centrally placed, is the segmentally arched raised entablature with anthemion atop. The rear elevation is in austere red brick and relatively well-preserved with a central line of loading doors and a gantry over.

A new upper level has been added recently that forms a bland rendered attic-like structure in place of the parapet balustrade, reducing the integrity of the building at a key point. Images from the 1970s-1990s show the parapet balustrade, allowing for its reconstruction. The ground level and street awning are new: early views show two street entrances with windows either side.

The upper level façade remains as an elegant composition for a medium scale mid Victorian-era building but has been compromised by the roof addition. It relates well to its Edwardian character neighbours, the former State Savings Bank and Waterside Hotel and is historically linked to this former port location..

How is it significant?

The Coffee Tavern (No. 2) is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

The Coffee Tavern (No. 2) is significant historically as a purpose-built coffee tavern created by concerned Melbourne citizens, rather than an individual investor such as conversion of the Grand Coffee Palace (Windsor). It was purposely located at the riverside to attract seafaring clientele, next to other maritime structures, as a convenient alternative to alcoholic refreshment. This is the earliest and only

purpose-built coffee palace in the Capital City Zone as an exemplar of the temperance movement that swept the Colony in the 1870s-1880s. It is also historically linked to Melbourne's first riverside port.

Aesthetically, in its original form, the building was a significant and elegant design in a developed form of the Italian Renaissance revival style as applied to a medium scale commercial building. Although altered the façade still possesses these qualities. The designer, Tayler, was one of Melbourne's more prominent Victorian-era architects.

Recommendations

This report recommends that:

- the building and associated land at 516-518 Flinders Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01²⁵.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

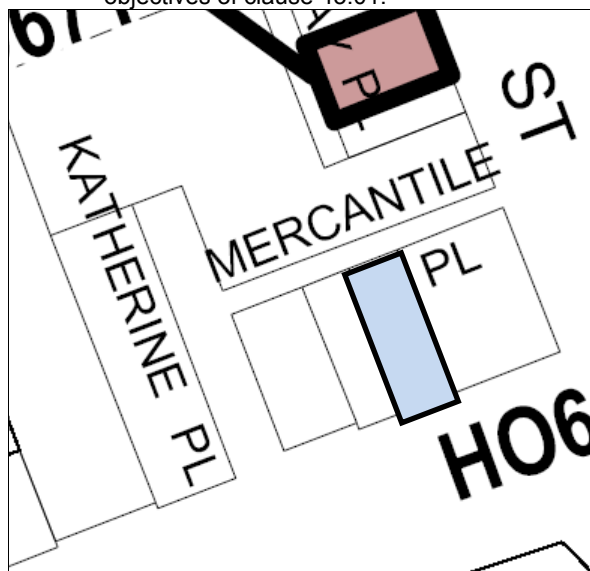


Figure 211 proposed heritage overlay

²⁵ Interiors and trees have not been assessed unless cited otherwise in the place description

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council

Lawrie Wilson & Associates, 1977. Historic Buildings Preservation Council Report on CBD Block No 6 Dec 1977: 129- identified as coffee palace 21 rooms, shops... rate books cited; states Marsh & Michaelson designed works there in 1937. Built c1880, owner in 1898 Bergin trustees; 1899 owner-occupier HM McDonough; 'an attractive building with well balanced detailing and fenestration...' but poor streetscape and affected by overpass. Not recommended to the Historic Buildings Register (photo shows parapet intact).

i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include elaborate/high standard design of cement rendered surfaces. Alterations / Recommendations: Colours (sympathetic), shopfronts ? (Sympathetic - reinstate original design), new canopy (inappropriate - reinstate original design or sympathetic alternative). Other Comments DP 739 (no verandah shown)

Macbeth, Victorian Pioneers Index

Thomas Steven Bergin died 1879

Building Permit Application

Building Permit Application 17 July 1879, 8043 £3/10/

Australian Architecture Index (AAI)

Lloyd Tayler, architect, 57 Chancery La. Tavern, Flinders Street west, Coffee Taverns Company (Limited). Argus 3.5.1879, p 3 builder, architect, owner 'coffee tavern'

Foundation stone of Coffee Tavern in Flinders St., west of King St. laid.

Three storey brick building will have Portland Cement with decorated panels, pilasters & cornices. Architect - Lloyd Tayler. Argus 9.8.1878, p 5

Lloyd Tayler. Tenders wanted for fittings for coffee tavern, Flinders St. Argus 1.11.1879, p 3

Account of the opening of the new Coffee Palace No.2 in Flinders Street west, opposite the Queen's Wharf, including a description of the building. Argus 9.1.1880, p 6

'The Argus':

Thursday 17 October 1878

The committee appointed on Friday last to draw up the scheme and prospectus of the proposed Coffee Taverns Company has prepared its report It will be seen by our advertising columns that the adjourned meeting of the promoters, to be held for its consideration, is announced for half past 4 this afternoon, at the office of Messrs C J and T Ham Swanston street The presence of gentlemen who may have assisted in initiating similar movements elsewhere is invited (A meeting of the committee and friends of the Williamstown Sailors Rest and Work Men's Coffee room was held on the 15th inst The president, tho Rev J J Halloy, being unavoidably absent, Mr H R Reid occupied tho chair The chairman stated that the institution still continued to be largely patronised by both seamen and workingmen, about 20 visits having been made to the rooms since the opening day May last The working expenses during that time amounted to £400, which had all been met by the sales made AB coffee, tea, and cocoa were sold at the uniform charge of 2d per cup...)

Friday 18 October 1878

An adjourned meeting of gentlemen interested in the establishment of a Coffee tavern Company was held at the rooms of Messrs C J Ham and Co, Swanston Bret yesterday. The chair was occupied by Mr D Benth The committee appointed at the previous meeting submitted their report, recommending the formation of a company with a capital of £20 in 20 £1 shares and also recommending that the first coffee tavern should be opened in suitable premises near the Melbourne wharf, and that a superior one should then be opened in a central part of the city The report was adopted and it was arranged that the original promoters should act as provisional directors until a sufficient number of shares

were taken up, and that a meeting of shareholders should then be called to elect the directors of the company

A subcommittee was then appointed to draw up a prospectus and take the necessary steps to incorporate the company, and the meeting closed with a vote of thanks to the chairman.

Saturday 19 October 1878

'The Argus': congratulate the formation- seeing that it was distinct from the existing suburban taverns being focussed at the City. If 40 were to be opened in the City it would match the 'old type' of tavern mainly in Bourke St..

Tuesday 22 October 1878

COFFEE-HOUSE MOVEMENT.

A public meeting was held last night at the Wellington street Mission hall, Collingwood to inaugurate the Coffee Palace Company ...funds are in hand, suitable premises will be procured in a central and prominent position in Collingwood to open and establish a coffee palace, with all needful appliances for supply every kind of refreshing and unintoxicating beverages, fruits, and refreshments of all kinds. The scheme also includes the erection of a lecture hall, reading rooms, lodge and class rooms smoking saloon , also cloak rooms, lavatories, gymnasium, and baths. A moderate but remunerative scale of prices will be charged for all articles supplied...great object of the promoters of the company to subserve the highest social and moral interests of the community, and whilst they seek to promote the well being of society, will absolutely avoid an} thing of a charitable or eleemosynary character

Tuesday 29 October 1878

COFFEE TAVERNS COMPANY.

At the meeting of the provisional directors of the company held yesterday at the offices, .82 Collins street Mr Lloyd Tayler in the chair, ...

Thursday 2 January 1879

COFFEE PUBLIC-HOUSES.

(FROM THE LONDON DAILY TELEGRAPH.) I

The coffee public houses now springing up all over London, by combining the advantage of a tavern with those of a coffee-house, fill a place long vacant in our national system of refreshment It is true that there have been places for the sale of coffee in London ever since the introduction of that beverage , but, for some unexplained reason, the coffee house proper his drifted almost out of existence..' notes how public houses have changed their character form the old ale house to new brassy nature with plate glass and gilt letters. Coffee taverns have to match this.

29 March 1879

After many fruitless negotiations, the Coffee Taverns Company have at length secured a most eligible site for the first of their taverns, in Flinders Street west, close to William street Mr Lloyd Tayler has been instructed to prepare plans and specifications for a three storied building specially adapted for a coffee

tavern, and as soon as possible tenders will be called for the structure The directors have not yet succeeded in obtaining a suitable site for their central tavern 'The budget has been anxiously considered at their bi weekly meetings, and they hope shortly to be able to announce that they have taken the second step...

9 August 1879

THE COFFEE-TAVERN MOVEMENT.

The foundation stone of a building being erected by the Coffee Taverns Company, situated in Flinders street, west of King street, was laid yesterday afternoon by his Honour the Chief Justice in the presence of a large number of spectators The new building which is to be constructed of brick, is to be three stories high frontage to Flinders street of 33ft by a depth of 40ft It will contain on the ground floor a coffee room 30ft x22ft, 14ft in height, a serving room, and an ample lavatory. On the first floor there will be a billiard room 30ft x20ft and a smoking room 17ft square. On the second floor there will be a Ladies coffee room, a sitting room, and a kitchen besides accommodation for the manager. The front of the building will be finished in Portland cement and will be decorated with pilasters panels

and cornices It will be 50ft high and when completed should form an attractive addition to the architecture of the street The amount of the contract for the erection of the building is £1736 exclusive of fittings...etc.'

Friday 9 January 1880

Coffee palace (tavern) opened yesterday by Mayor Melbourne, in front of His Hon Sir WF Stawell and Mr Arthur Barnett..

Panoramas

Cook, AC Melbourne panorama 1882 shows building with 2 doors at ground level windows either side.

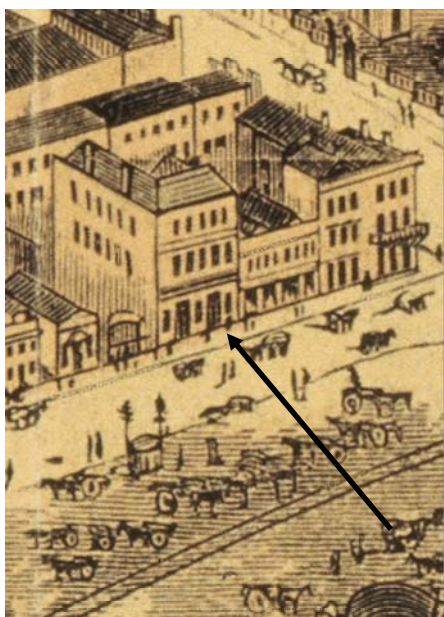


Figure 212 AC Cook, 1882, Melbourne panorama

Victorian Heritage Register

Windsor or Grand Hotel, 103-137 Spring Street and 1-17 Bourke Street Melbourne, Melbourne City: Victorian Heritage Register (Victorian Heritage Register) Number H0764

Sands & McDougall Melbourne or Victorian Directories

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

D1904 516-518 McDonough, Henry, grain. ft pro merchant Kearney & Derum, cartage contractors D1893 (514 Anderson , W. M-, watchmaker and jeweller)

516 Irvine , R. J., hairdresser and tobacconist 518 Coffee tavern & restaurant- Choate, Ebenezer J. D1881 119 & 121 COFFEE TAVERNS COMPANY Weelow, James manager.

D1880 (King Street / 115 London and Carnarvon hotel, Wellborne, George

117 De Young and Co, general merchants 119 & 121 COFFEE TAVERNS COMPANY

123 Inglis , Smith and Co ship chandlers 125 Paterson , James, & Co, coal merchants)

(D1880 59 Bourke Street East No. 1 Coffee tavern, Wright, Mrs J. A, manageress)

Municipal rate records

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

MCC Rate Books:

VPRS 5780 Microfiche

Flinders Street 516-518– City of Melbourne – Lonsdale Ward

Date Rate no Occupier Owner Description NAV 1890

- 126 Grimwood & Choate Bergin's Trustees 518 Bk. Restaurant, 4 rms. 220
- 127 Marcus Rosenwax Bergin's Trustees 518 Bk. Shop 40
- 128 Powell Bergin's Trustees Rear of Flinders St. 3 rms. 18
- 129 Jno. Catherinage? Bergin's Trustees Rear of Flinders St. 2 rms. 14
- 130 J McKenna Bergin's Trustees Rear of Flinders St. 3 rms. 18

1885

- 97 Coffee Taverns Company T. S. Bergin Trustees Bk. Restaurant 12 rms. 33 x 96 300

1880

- 93 Coffee Taverns Co. no.2 Executors of T. S. Bergin 121 Bk. Coffee rms. Shop & two cottages 33 x 96 10 rms. 250

1879

- 86 T Bergin Thomas Bergin 121 Bk. Shop 3 Cottages at rear 33 x 96 160

1878

- 87 Thomas Bergin Thomas Bergin 121 Bk. Shop 3 Cottages at rear 33 x 96 160

1877

- 81 Thomas S Bergin Thomas S Bergin 119 2 shops 3 houses at rear 33 x 96 140

1876

- 80 T S Bergin T S Bergin 121 2 shops 3 Cottages at rear 33 x 96 140

1875

- 81 Thomas S Bergin Thomas S Bergin 121 & 119 2 shops 3 Cottages at rear 52 x 196 140

Relevant thematic history extract

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

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 62

4.2 BOOM AND BUST

SOCIAL DEVELOPMENT

The churches, and especially the Nonconformists, were the mainstay of the temperance movement, which became enormously important in Melbourne. Temperance hotels or coffee palaces were built, the largest being the Federal at the corner of Collins and King Streets, opened in 1888, while at the existing Grand Hotel (now the Windsor) the licence was ceremonially burnt. Later it was amongst the many temperance premises which were forced by economic pressures to apply, or in this case reapply, for the right to sell liquor.'

Context, 2010 (draft):

10.5 GAMBLERS AND WOWSERS

The consumption of hard liquor generally went hand-in-hand with gambling and with Melbourne's seamy night life. 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. Hotels were abundant in Melbourne; in working-class parts, such as Carlton, there was virtually one on every corner. To counter this temptation the anti-drinking brigade supported the erection of grand temples to temperance, known as Coffee Palaces. The largest and grandest of these was the Federal Coffee Palace in Spring Street, erected in 1889. The Grand Hotel (later the Windsor) was converted to the coffee palace in 1886. 157 Drinking fountains were installed in many inner suburbs to encourage people to drink pure water. A respect for the Sabbath was strictly observed in Melbourne, when the city was silent and virtually empty except for the morning church-goers. There was no liquor license available on a Sunday.'

Comparative examples

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

and creation date. The values identified in the 1985 assessment have been upgraded in the light of the historical data and associations revealed and the 1993 review.

Selected hotels in the Capital City Zone from the 1870s-1880s (few in number):

Street Number Name Date

- Queen Street 320-326 West Bourke Hotel later Celtic Club Building 1876, 1924
- Spring Street 103 Windsor, former Grand Hotel 1883-8

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 516-518 Flinders Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **D** on an A-F individual building scale and a streetscape level of 3 (scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 516-518 Flinders Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay²⁶. The building at 516-518 Flinders Street was not assessed in this review. Citations from this assessment are incomplete and in draft final form.

No citation provided.

²⁶ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Other heritage listings

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

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



Figure 213 520-522 Flinders Street



Figure 214 520-522 Flinders Street, showing stone west wall behind cemented façade

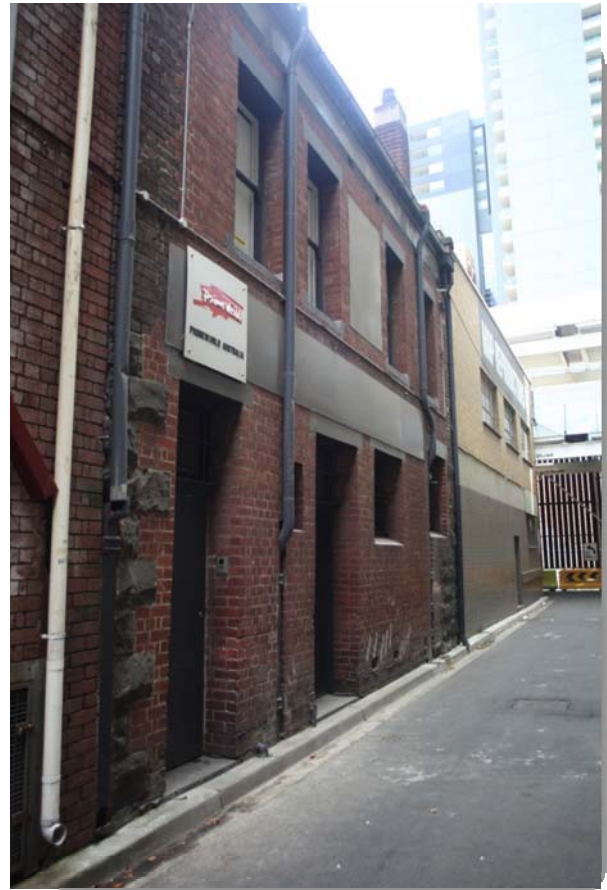


Figure 215 520-522 Flinders Street, rear mainly 20th century façade, but for remnant stone quoining.



Figure 216 520-522 Flinders Street, deeply modelled upper level adjoining former coffee palace.

Historical associations with persons or events

Creation or major development date: 1850s, 1912 (refaced)

Major owners or occupiers: Melbourne Saving Bank Commissioners

Designer(s): Smith, Sydney & Ogg?

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985²⁷: A,B,C,D,E,F): **C 3**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993²⁸: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985²⁹: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

This former State Savings Bank building, was reconstructed in 1912-13 as a two storey banking premises from a two storey brick and stone waterfront store. Part of the axed bluestone façade has become visible at the western corner and stone quoining remains on the rear elevation.

²⁷ Referenced in the Melbourne Planning Scheme clause 22.04

²⁸ Referenced in the Melbourne Planning Scheme clause 22.04

²⁹ Referenced in the Melbourne Planning Scheme clause 22.04

In the 1850s the site faced Coles Wharf and Raleigh's ferry crossing of the Yarra River. This building housed the ships chandlers, Inglis, Smith & Co over a long period and adjoined the legendary Fulton Foundry. It was described as a two storey stone store by the 1870s and the 1882 panorama shows a two-storey building with central parapet and gabled roof line behind. The 1866 isometric shows a similar building form.

Evolution of the State Savings Banks of Victoria

The first Government controlled savings bank in Victoria had been established in 1842 under New South Wales legislation. Known as the Savings Bank of Port Phillip it was administered by a Board of Trustees and a Vice-President. Branches of this Bank were subsequently established in other parts of the colony. In 1853 'The Commissioners of Savings Banks in the Colony of Victoria' emerged from the Savings' Bank Act 1853 (16 Vic., No.37). The Government appointed Commissioners had responsibility for the operation of the Savings Bank of Port Phillip and its branches.

The financial depression of the early 1890s led to a Royal Commission on Banking (1895) with one recommendation being the *Savings Banks Act 1890 Amendment Act 1896* (No.1481) that among other things amalgamated the Commissioners of Savings Banks and the Post Office Savings Banks across the Colony and introduced a credit foncier department into the State Savings Bank of Victoria. This played an important role in extending long-term credit to farmers at a lower cost than previously available. Long-term, low interest rate loans (credit foncier) were now available to home builders as well as to farmers. In this way, the bank developed a reputation as an institution for working class Victorians. Between 1896 and 1912 the independent Savings Banks of Victoria merged to become a single institution, the State Savings Banks of Victoria, as ratified by the 1912 *Savings Banks Act* (No.2365).

After this restructuring, the bank underwent a period of rapid expansion in the years immediately prior to WWI, constructing 25 branches between 1912 and 1915. This branch dates from that period but Australian involvement in WWI brought the Bank's expansion to a halt. The State Savings Bank passed into the ownership of the Commonwealth Bank of Australia in 1991 although this particular branch building had been sold many years earlier.

Probably designed by architects, Sydney Smith & Ogg, the former Flinders Street branch is a good and early example of the Edwardian Baroque architectural style applied to a small to medium scale building. The once symmetrical façade

comprised a muscular arrangement of Classical decorative elements including a boldly modelled entry surmounted by a triangular pediment, arcuated windows at the first floor level, inset with bold keystones, and smooth rusticated pilasters rising to a unusually ornate parapet with pediment. The split pediment features a complex rendering of the State Savings Bank logo and the words 'State Savings Bank' in raised lettering below. The bank complements the former coffee tavern adjoining on the east and relates to the strong Edwardian Baroque styling of the Markillie's Hotel to the west, also designed by Smith & Ogg.

The eastern ground level window was once identical to the existing western opening, with its Arts & Crafts inspired wrought iron railing and moulded plinth. The window joinery was typical of the Edwardian-era with stout timber sections for mullions and rails. This eastern window had been changed to a vehicle entry but has since been infilled with a more sympathetic shopfront. The central entry door has been replaced. An unusual element that has also been removed was a gabled timber framed post-supported central portico over the street, with a fretted scroll motif in the gable end (see VPRO image c1914).

How is it significant?

This former Savings Bank building is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

The former Savings Bank is of aesthetic significance as a good and well preserved example of a vigorous application of the Edwardian Baroque style to a small scale building within the Capital City Zone.

Historically it was among the first group of branch banks created under the newly constituted State Savings Bank of Victoria and was part of a rapid expansion of branch offices across the State matched by rising deposits. The building is also of historical interest as potentially holding significant fabric (stonework) from the 1850s, when occupied by ship's chandlers, Inglis, Smith & Co.

Recommendations

This report recommends that:

- the building and associated land at 520-522 Flinders Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the

Melbourne Planning Scheme) and the reference document *Urban Conservation in the City of Melbourne*.

- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01³⁰.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

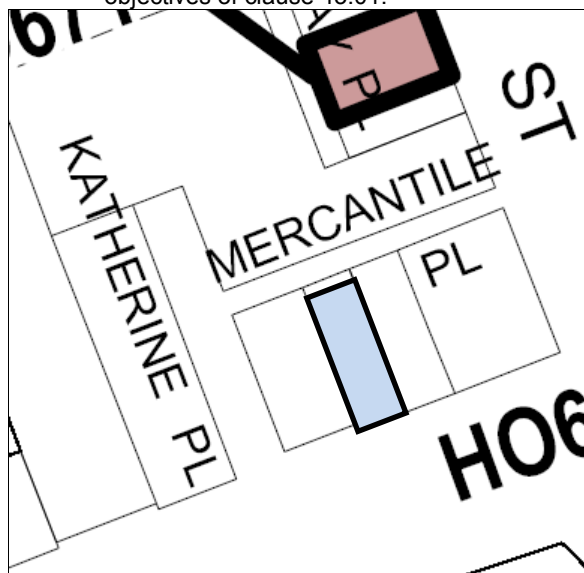


Figure 217 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;

³⁰ Interiors and trees have not been assessed unless cited otherwise in the place description

Heritage Assessment of 520-522 Flinders Street, Melbourne

- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

Historic Buildings Preservation Council

Lawrie Wilson & Associates, 1977. Historic Buildings Preservation Council Report on CBD Block No 6 Dec 1977 (84): 132-3 notes new door and vehicular entry, cites MCC rate book as brick bank, 2 floors (confirmed 2011), chronology from 1870s, cites rate books- 1872 stone warehouse, 2 storeys...; 1877 Dove plan building over whole site; part earlier warehouse building? Notes exuberant classical style. Not recommended to Historic Buildings Register.

I-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Description/Notable Features Notable features include elaborate/high standard design of cement rendered surfaces. Alterations / Recommendations: New shutter (inappropriate - reinstate original design) - see west side., Smith, Sydney & Ogg ?

Building Permit Applications:

Burchett Index: none in geographic card listing but see Building Permit Application 1911, 2471 Savings Bank in Elizabeth Street by Grainger & Little; also many SSB branches by Sydney Smith & Ogg, Godfrey & Spowers- see Yarraville example 1909 with similar foliated cement friezes- see bank example in Haddon 1908, 'Australian Architecture'?)

No relevant Building Permit Application post 1916. Burchett MCC Building Permit Application (BA) index: not under architect grouping of above options.

VPRO MCC Buildings Notices and register: searched for 1901-1916, no result for Savings Bank as owner .

Mahlstedt fire insurance plan series

Mahlstedt & Gee fire insurance plans 1888 shows 2 storey as 123 flinders Street Inglis & Smith..

Mahlstedt fire insurance plans 1910-1923 (MUA), block 24: shows 2 storey occupied by A.S Leckie dealer.

Mahlstedt fire insurance plans 1910-23 (State Library of Victoria collection: fiche): shows single storey 'Victoria Savings Bank' branch with safe at rear, 'no fire proof floors';

Mahlstedt fire insurance plans 1924 shows bank as 2 storey with windows either side of the central entry (since changed).

Other plans

Melbourne Roll Plan 12 (Bibb's Melbourne plan) 1856: shows as part of Fulton's Foundry

Melbourne and Metropolitan Board of Works (MMBW) detail plan, No. 739, City of Melbourne, Publication 1895 shown as outline backing onto Mercantile Lane

MMBW PSP: no plan pre 1979 held by City West Water



Figure 218 1871 Cook Melbourne panorama detail showing former store, (State Library of Victoria collection)

'The Argus'

The Argus 30/11/1912 Market Street branch of SSB transferred to Flinders Street branch, Staff to move to new Elizabeth Street bank building, old building to go to Harbour Trust.

5/7/1913 Godfrey & Spowers call tenders for many SSB banks (see also nearby significant Bank of NSW)

State Bank of Victoria collection

VPRO: Agency VA 1041 State Bank of Victoria: Establishment and Background History

VPRO SSB collection images VPRS 8935 c1914 image of bank and staff.



Figure 219 State Bank of Victoria collection, VPRO, c1914 (detail)

Sands & McDougall Melbourne or Victorian Directories

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

D1961 Lukey, caterer

D1939 SSB HH James, manager

D1920 SSB

D1915 SSB Bridger, Marston C JP manager

D1910 Colenso, Richard shipping provedore

D1904 520 Leckie, Alexander, general dealer

522 Chenoweth, Thomas H., mercantile broker & commission agent

(524 Freame, Francis J.)

D1893:

(518 Coffee tavern & restaurant- Choate, Ebenezer J.)

522 Inglis, Smith & Co, ship chandlers

524 Paterson , Jas., & Co, coal merchants and shipowners

D1880:

(119 & 121 COFFEE TAVERNS COMPANY)

123 Inglis , Smith and Co ship chandlers

(125 Paterson , James, & Co, coal merchants & shipowners

D1875:

(121 Bergin)

123 Inglis , Daniel ship chandlers

(125 Paterson , James, & Co, coal merchants & shipowners

D1870:

(121 Bergin)

123 Inglis , Smith and Co ship chandlers

(125 Potts, Thomas C wine & Spirit merchants

D1858:

(121 Ward & Bergin)

123 Grave, William George sail maker & ship chandler

(125 Fultons foundry

(127 Stooke)

Municipal rate records

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

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

City of Melbourne Rate Books: VPRS 5780 Microfiche Flinders Street 520-522– City of Melbourne – Lonsdale Ward

Date Rate no Occupier Owner Description NAV

- 1913 96 Melbourne Saving bank Melbourne Saving Bank 522 Bk. Bank 2 floors 33 x 90 260
- 1912 99 Melbourne Saving bank Name crossed out to read Melbourne Saving Bank 522 Bk.& stone shop to Bank 2 floors 50 x 90 260
- 1911 100 Robert Cobuso Howarth Barkam 522 Bk.& stone Store 30 x 90 260

Relevant thematic history extract

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

Context, 2010, draft:

5.3 DEVELOPING A LARGE, CITY BASED ECONOMY

Following the establishment of savings banks in England, their popularity spread to Australian colonies. Designed primarily to assist ordinary working people to practice thrift and save money, the humble savings bank was central to the ethos of discipline and self-improvement promoted amongst the British working class in the early nineteenth century. Police Magistrate William Lonsdale had first proposed a savings bank for Melbourne in 1838. The Melbourne Savings Bank (or Savings Bank of Port Phillip) was established in 1842. It was administered from Sydney as a branch of the government-run Savings Bank of New South Wales.

Banks were initially local-based, serving the pastoral industry, but the discovery of gold dramatically transformed the economic functions of the city. By the late 1850s Melbourne had become a thriving commercial centre. A large and imposing Treasury Building was erected in 1858, to a design by the masterful young architect J.J. Clark. A large number of commercial banks were also established, which by the 1870s and 1880s had become grand and ornate edifices lining Collins Street. The corner of Collins and Queen Street became the city's, and indeed the nation's, 'financial heart'. Here each corner building competed with each other in terms of architectural style and mastery. Adjacent to the elegant Gothic Revival ES&A Bank was the Melbourne Stock Exchange, designed with a vaulted ceiling like a cathedral. The surrounding buildings provided offices for the city's bankers, financiers and stock brokers.

As well as managing locally generated income, the banks provided significant overseas capital, principally from Britain, to finance public projects and private investment. But the boom of the 1880s saw over-borrowing and overspending on building projects.

Economic depression in the early 1890s saw many banks and land companies close their doors as British capital was rapidly withdrawn. There was recovery in the early twentieth century, and Melbourne underwent further development in its new role as the nation's capital. The Great Depression followed in the 1930s, which marked another period of decline. Nevertheless, during the long boom of the post-war period, the bulk of Australia's leading public companies had their headquarters in Melbourne. 77 Melbourne remained the financial centre of Australia, a role it maintained until the late twentieth century.'

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained as confirmed by the 1993 and 2002 reviews.

Selected Edwardian-era banks in the Capital City Zone:

Street Number Name Date Architect

- Flinders Street 502-504 Bank of N.S.W. (Former) 1911-12 Godfrey & Spowers
- Flinders Street 520-522 State Savings Bank, former 1912 Smith, Sydney & Ogg (Haddon)

• Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 520-522 Flinders Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 520-522 Flinders Street was assessed in this review and graded **C** on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay³¹. The building at 520-522 Flinders Street was assessed in this review and graded **C** on an A-E individual building scale.

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

History and Description

This former State Savings Bank building, was constructed in 1912 as two storey banking premises.

The State Savings Bank of Victoria 1896, by the amalgamation of the private Port Philip Savings Bank and developed a reputation during the latter part of the nineteenth century as an institution for working class Victorians. The bank underwent a period of rapid expansion in the years immediately prior to WWI, constructing 25 branches between 1913 and 1915 and it is likely that this branch dates from this period. Australian involvement in WWI brought the Bank's expansion to a halt. The State Savings Bank passed into the ownership of the Commonwealth Bank of Australia in 1991 although this particular branch had been traded many years earlier.

Possibly designed by architects, Smith & Ogg 2, the branch is a good example of the Edwardian Baroque architectural mode. As constructed, the symmetrical facade comprised a muscular arrangement of Classical decorative elements including a boldly modelled entry surmounted by a triangular pediment, arcuated windows at the first floor level, inset with bold keystones, and smooth rusticated pilasters rising to a unusually ornate parapet with pediment. The split pediment features a complex rendering of the State Savings Bank logo and the words, State Savings Bank in raised lettering below. The building has been considerably altered since its construction. Small windows, presumed to have existed at the ground floor level have been considerably enlarged, in one instance, forming a vehicle entry. The building has also been painted.

The building is in fair condition although evidence of recent structural repairs exists at its south-western corner. It is currently used as a copy centre.

³¹ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Heritage Assessment of 520-522 Flinders Street, Melbourne

Statement of Significance

The former state Savings Bank is of aesthetic significance at a local level as a good and reasonably intact example of an Edwardian Baroque bank within Melbourne's CBD.

References:

Graeme Butler MCC i-Heritage: Central Activities District Conservation Study Building Identification form 1985 and L Wilson HBPC Area study 1984 (sic); Melbourne Cityscope, Cityscope Publication Pty Ltd, Melbourne 1998, Map 34; Sands & MacDougall, Directory of Victoria, 1912. Craddock & Cavanaugh, 125 Years: the story of the State Bank of Victoria 1842-1966, p.12.

Other heritage listings

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

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



Figure 220



Figure 221



Figure 222 520-522 Flinders Street, deeply modelled façade



Figure 223 520-522 Flinders Street, original shopfront

Historical associations with persons or events

Creation or major development date: 1915
Major owners or occupiers: Carlton Brewery Ltd.

Designer(s): Smith, Sydney & Ogg

Builder(s): Pittard, C F Richmond

Place evaluation

Building grading and streetscape level 1985

(Central Activities District Conservation Study 1985³²: A,B,C,D,E,F): **B 2**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993³³: A,B,C,D,E): **B**

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

Building grading level 2011 (Central Activities District Conservation Study 1985³⁴: A,B,C,D,E): **B**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

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

Statement of Significance

What is significant?

The nearby Sir Charles Hotham Hotel had occupied the Spencer Street corner from the 1850s joined by the Prince of Wales Hotel, on this site, in 1915. The new hotel was designed by Sydney Smith & Ogg for the Carlton Brewery Ltd. with the Richmond builder, C F Pittard as the contractor. Bertha A Brown was one of the early licensees.

The Carlton Brewery Ltd and architects, Sydney Smith & Ogg, had been a proven combination since around 1900 in many previous hotels. The brewery worked with Smith & Ogg on a number of hotel projects during the Edwardian-era including the nearby Kilkenny Inn on King Street (1915),

³² Referenced in the Melbourne Planning Scheme clause 22.04

³³ Referenced in the Melbourne Planning Scheme clause 22.04

³⁴ Referenced in the Melbourne Planning Scheme clause 22.04

the Napier Hotel in Fitzroy (1916), the Prince Albert Hotel in Williamstown (1915-6) and Retreat Hotel, Abbotsford.

Arthur Markillie was the licensee at Ascot Vale's Laurel Hotel around 1900. He was the licensee and (he claimed) the new owner of the Prince of Wales Hotel in the late 1920s, opening to the style of Markillie's Hotel. Markillie's reign as host at the hotel continues into the 1940s. Around the corner, P J O'Connor designed a Neo-Grec style three-level annexe to the hotel in Highlander Lane, in 1927 as a measure of Markillie's success at this venue. Markillie was later the chairman of the giant Federal Hotels group.

An energetic Edwardian Baroque design, the cemented façade is deeply modelled with bas-relief detail, heavy mouldings and a skilful combination of mass and void. Ox-bow pediments over the intermediate and uppermost windows are echoed laterally by a wide bow-fronted balcony which surmounts a series of superposed columns which terminate at first floor levels. A major part of the central balcony recess is the broad opening arch, with its richly foliated spandrels. It is a perfect counterpart for the bow of the balcony. A sizeable parapet cornice and brackets accentuate the highly moulded façade character of the building, together with the more traditional device of pavilion-like bays, expressed with heavily ruled smooth rustication.

Perhaps the most richly detailed and moulded of the Edwardian Baroque hotels, this design has precedents in British work by John Belcher, Pite, and the more conservative Sir Aston Webb. In Victoria, it parallels with the Abbotsford Yorkshire Stingo and other Baroque designs by the same architects. However, despite its impressive façade, it is at a disadvantage when compared to what are mostly corner hotels and hence perfect vehicles for towered, highly modelled designs.

The nearby State Savings Bank, also thought to be designed by Sydney Smith & Ogg, has the same deeply modelled cement work while the existing Victorian and Edwardian-era hotel group in Spencer Street and their proximity to transport hubs such as the wharves, and railways all played a role in this hotel's creation and success.

How is it significant?

Markillie's Hotel is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

Markillie's Hotel is significant aesthetically as among the most richly ornamented of the Edwardian Baroque hotel designs in Victoria.

Historically it is an excellent example of the work of Sydney Smith & Ogg for the Carlton Brewery

Ltd during the brewer's expansion in the period after WWI: this combination produced many significant hotel buildings.

The hotel's location next to the wharves and Spencer Street railway station and among other hotels is indicative of the effect of transport nodes on development in the Capital City Zone in the Victorian and Edwardian-eras.

Recommendations

This report recommends that:

- the building and associated land at 562-564 Flinders Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**A**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01³⁵.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

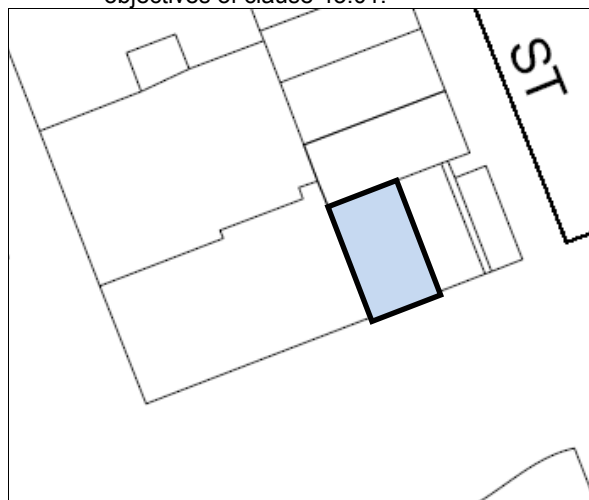


Figure 224 proposed heritage overlay

Interior elements

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

³⁵ Interiors and trees have not been assessed unless cited otherwise in the place description

Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register?* Yes.

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council

Lawrie Wilson & Associates, 1977. Historic Buildings Preservation Council Report on CBD Block No 6 Dec 1977 (84), p141;

Building Permit Application

Building Permit Application 10/3/ 1915, 5433, builder, owner, designer. 'five storey brick hotel', fee £6 (see Graeme Butler research)

i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Description/Notable Features include shop front; elaborate/high standard design of cement rendered surfaces.

State Library of Victoria collection: Cole Collection, entries:

PRINCE OF WALES

Location: FLINDERS ST

1912 DUGGAN, CECILIA

1910 MORAN, JAMES

1895 TORPEY, MARGARET, Miss

Date 1898 DUGGAN, MARGARET Miss

Heritage Assessment of 562-564 Flinders Street, Melbourne

Date 1889 BRODIE, PATRICK
(rebuilt)

Date 1918 BROWN, BERTHA. E
1923 DWYER, M. A Mrs

'The Argus':

7/7/1928 (1st add found as Markillie's Hotel)

MARKILLIE'S HOTEL,

562 Flinders Street, City

(One Minute from Spencer Street).

This Modern and First-class Hotel is Owned and
Managed by the Markillie's Family,

Whose Courtesy, Cuisine, and Service are
Renowned. Medium Tariff on Application.

INCLUSIVE or ROOM and BREAKFAST.

13/10/1928

(also popular with country and interstate visitors for the
excellence of its table and cheerful service')

Wednesday 29 October 1952

Markillie as the chairman of Federal Hotels Ltd.

National Trust of Australia (Vic)

File Number

B6264

Level Regional

Statement of Significance

'The Markillie's Hotel, designed in 1915 by the architects, Sydney Smith and Ogg for the Carlton Brewery Ltd, is of regional architectural significance as a richly ornamented example of many surviving High Edwardian Baroque hotels in Victoria, and as one of a great number of 20th century hotels designed by these architects for the Carlton Brewery. The building also has historic significance at a regional level as an example of the Carlton Brewery's expansion immediately after World War 1.

Externally original except for some shopfront modification, the Markillie's Hotel forms part of an important Victorian and Edwardian hotel group, which includes the adjoining Sir Charles Hotham Hotel and the late Victorian Great Southern Hotel in Spencer Street.

The interiors of the hotel are of interest. The bars have been significantly altered and although the residential levels remain largely unchanged they are primarily of interest through their relationship to the complex as a whole.

Sands & McDougall Melbourne or Victorian Directories

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or

Victorian Directories dating from the 1850s to 1974.

D 1920 Prince of Wales Hotel, Mrs Bertha Brown

D1924 Prince of Wales Hotel, Mrs MA Dwyer

D1930 Markillie's Hotel, A Markillie's.

Municipal rate records

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

No search carried out.

Relevant thematic history extract

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

Context 2010 draft:

6.7 TRANSPORT...

The first Europeans arrived in Melbourne by sea, establishing routes from Van Diemen's Land, and later from Sydney and Adelaide, and directly from Britain. The Yarra River allowed seagoing vessels close proximity to the settlement....

Ships were originally moored in the lower Yarra and at Williamstown. Later, Station Pier, Port Melbourne (outside the study area), became the main receiving pier for sea-going vessels.

Goods shipping developed into a large-scale operation though the latter part of the nineteenth century as Melbourne grew rapidly. From 1890 the area now known as Docklands became a busy centre of shipping activity....

Within the first twenty years of the town's settlement, Melbourne had embraced the latest form of transport – the steam locomotive. In 1854 the city's first railway was built between Flinders Street and Sandridge (Port Melbourne). With a large volume of shipping traffic arriving at the port, this route was one of the busiest and most in need of a regular rail service.

Other new rail lines soon followed, snaking out in all directions from the city, linking the metropolis and its fast-growing suburbia. Country areas, including Geelong and Ballarat, were among the first to be connected to the city by rail, and a large central station at Spencer Street was built in the 1860s to service these operations. The railway to the sprawling eastern suburbs bisected the large swathe of parkland, known as Yarra Park, in the 1870s. A second line heading east from the city followed the northern boundary of Yarra Park, and was served by the Jolimont Railway Station (c.1890s). Other lines stretched north and west from the city. An iron rail bridge was built over Flinders

Street in 1890, and a new Flinders Street Station, built in 1910-11.'

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained, as confirmed by the 1993 and 2002 reviews.

Selected Edwardian-era hotels in the Capital City Zone:

Street Number Name Date Architect

- Elizabeth Street 97-99 Hotel London 1911 Barnett, Nahum
- Spencer Street 2-8 Sir Charles Hotham Hotel 1913 Pitt, William
- Russell Street 199-203 Exford Hotel 1914 Whitaker, R B
- King Street 248-250 Kilkenny Inn 1914 Smith, Sydney & Ogg
- Flinders Street 562-564 Prince of Wales Hotel, later Markillie's Hotel 1915- Smith, Sydney & Ogg
- Russell Street 230-234 Continental Hotel 1916 Beaver & Purnell

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 562-564 Flinders Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **B** on an A-F individual building scale and a streetscape level of 2 (scale of 1-3).

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

History

The Sir Charles Hotham Hotel occupied the nearby Spencer Street corner from the 1850s joined by the Prince of Wales Hotel, on this site, later in the century.

The Carlton Brewery Ltd and architects, Sydney Smith & Ogg, had been a proven combination since c1901, in many previous hotels; the builder, C.F. Pittard being the contractor on this site (the nearby Kilkenny Inn, King Street, 1915- was also designed by Smith & Ogg).

Arthur Markillie was the licensee at Ascot Vale's Laurel Hotel around 1900. He was the

licensee after the Carlton Brewery's reconstruction of this hotel opening to the style of Markillie's Prince of Wales Hotel. Markillie's reign as host at the hotel continues into the 1940's, with a short break around World War I, when Bertha Brown was the Licensee.

Around the corner, architect, P J O'Connor, designed a Neo-Grec style three-level annexe in Highlander Lane, in 1927.

Description

A full-blown Edwardian Baroque design, the cemented façade is deeply modelled with bas-relief detail, heavy mouldings and a skilful combination of mass and void. Ox-bow pediments over the intermediate and uppermost windows are echoed laterally by a wide bow-fronted balcony which surmounts a series of superposed columns which terminate at first floor levels. A major part of the central balcony recess is the broad opening arch, with its richly foliated spandrels. It is a perfect counterpart for the bow of the balcony. A sizable parapet cornice and brackets accentuate the highly moulded façade character of the building, together with the more traditional device of pavilion-like bays, expressed with heavily ruled smooth rustication.

Perhaps the most richly detailed and moulded of the High Edwardian Baroque hotel, this design has precedents in British work by John Belcher, Pite, and the more conservative Aston Webb. In Victoria, it parallels with the Abbotsford Yorkshire Stingo and other Baroque designs by the same architects. However, despite its impressive façade, it is at a disadvantage when compared to what are mostly corner hotels and hence perfect vehicles for towered, highly plastic designs.

External Integrity

Generally externally original, except for the intrusive added sky-sign and shopfront details.

Streetscape

Adjoins and complements another Edwardian Hotel (Sir Charles Hotham) and the late Victorian Great Southern Hotel in Spencer Street.

Significance

The most richly ornamented of the many Edwardian Baroque hotel designs (albeit with only one elevation) in Victoria; a further example of the Carlton Brewery's expansion immediately after World War I and part of a late Victorian and Edwardian hotel group.

Central City Heritage Study Review 1993

The building at 562-564 Flinders Street was assessed in this review and graded B on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay³⁶. The building at 562-564 Flinders Street was assessed in this review and graded **B** on an A-E individual building scale.

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

History and Description

Markillie's Hotel was constructed in 1915 to signs by Sydney Smith & Ogg and built by CF Pritchard for the Carlton Brewery. The brewery worked with Smith & Ogg on a number of hotel projects during the 1910s including the nearby Kilkenny Inn on King Street (1915) and the Napier Hotel in Fitzroy (1916). It is likely that the Prince Albert Hotel in Williamstown (1915-6) and Retreat Hotel (c.1911) are also a product of the same collaboration. The five storey hotel was erected on the site of the earlier Prince of Wales Hotel which had traded from the latter part of the nineteenth century. With the redevelopment, Arthur Markillie became the licensee of the new enterprise which adopted the name Markillie's Prince of Wales Hotel. Markillie had previously been licensee of the Ascot Vale Hotel and maintained an association with the Flinders Street premises until the 1940s (with a brief interlude during WWII).

As constructed, the hotel was an energetic Edwardian Baroque design, its symmetrical rendered facade deeply modelled with relief detail and heavy mouldings to produce a skilful balance of mass and void. The ox bow pediments over the intermediate and uppermost windows were echoed in a wide bow-fronted balcony surmounted by a broad opening arch with richly foliated spandrels. Pavilion-like bays to each side of the facade rise to more ox-bow pediments incorporated into a sizeable parapet and cornice. The sculptural facade is further modelled through heavily ruled smooth rustication.

Markillie's Hotel is perhaps the most richly detailed and moulded of the High Edwardian Baroque hotels with antecedents in the British work of John Belcher, A Beresford Pite and the more conservative Aston Webb. Locally, it

recalls the Abbotsford Yorkshire Stingo and other Baroque designs by the same architects.

The building survives in good and very original condition to its exterior.

Statement of Significance

Markillie's Hotel, is of aesthetic and historic significance at a state and local level as a the most richly ornamented of the many Edwardian Baroque hotel designs in Victoria. It is an excellent example of the work of Sydney Smith & Ogg for the Carlton brewery during the brewer's expansion in the period after WWI. The extension to the rear is of little significance.

Other heritage listings

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

³⁶ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

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



Figure 225 Factory C: 63-67 Franklin Street from west



Figure 226 Factory A: 63-67 Franklin Street: Swanston Street wing



Figure 227 Gossard sign, west wall Factory C

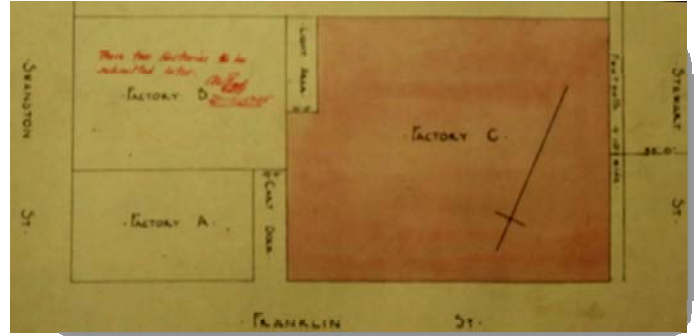


Figure 228 Block Plan 1925, factories A, B, C (Building Permit Application)



Figure 229 Factory C: 63-67 Franklin Street, Stewart Street elevation

Historical associations with persons or events

Creation or major development date: 1906, 1913, 1925

Major owners or occupiers: Chambers & Thompson (Cyclone Woven Wire Fence Co.)
Thompson, William E

Designer(s): Purnell, Arthur W (1925)

Builder(s): Moscop, C H; Cockram, F

Place evaluation

Building grading and streetscape level 1985

(Central Activities District Conservation Study 1985³⁷: A,B,C,D,E,F): **C 2**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993³⁸: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985³⁹: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

Constructed from 1906 by builder C H Moscop for Messrs. L T Chambers & W A Thompson, the Cyclone Fence Gate Company complex was shown in part on Edwardian-era Melbourne insurance plans as a vacant site at the Swanston Street corner (future site of Factory A, 1913), with hoarding, and a two storey factory at the Franklin and Stewart Street corner (Factory C). There was a one storey block south of this. The matching Swanston Street wing was added in 1913 (Factory A). The existing bracketed main cornice

³⁷ Referenced in the Melbourne Planning Scheme clause 22.04

³⁸ Referenced in the Melbourne Planning Scheme clause 22.04

³⁹ Referenced in the Melbourne Planning Scheme clause 22.04

line marks the original two level stage, with the attic addition probably carried out in the 1914 works by builder F Cockram.

The 1920s Mahlstedt fire Insurance (plan 13A, as amended to 1947) shows a three-level block at Stewart and Franklin Streets (Factory C), with the sawtooth roof as existing. The structure was of steel columns and beams, with a concrete ground floor, but with no fire proof upper floors.

A similar form and structure was shown in drawings prepared for further additions to the complex in 1925 for William Eastwood Thompson Esq. (then of Telosa, Cowes) to the design of AW Purnell (later Purnell & Stone). By then the showroom and offices of 'HW Gossard of Asia Pty. Ltd.' were in the three level wing, at the Swanston Street corner. The complex was described as having a 3 and 4 storey block at the Swanston and Franklin Street corner, recently vacated by Cyclone fence and Gate Co., presumably in favour of Gossard.

'The Argus' had noted in 1916 that Gossard was a front-lacing corset manufacturer citing Madame Cave as an expert fitter: Advertisements for the firm urged the public to 'Try a Gossard this time'. A painted sign bearing the firm's name is on the west wall of the complex.

Cyclone Pty Ltd.

The Cyclone company was described in 1903 as having purchased the Australian rights of the Cyclone woven wire fence in 1898 which they introduced into Victoria. This was immediately before the vast expansion on this site. Smith's *Cyclopedia of Victoria* of 1904 described the new firm as follows:

'These fences rapidly found favour throughout the States, and in order to meet the steadily increasing demand it has been necessary to add continually to the firm's already extensive business. Among the numerous lines taken up is the Wellman automatic elevating gate, which may be opened by persons on horseback or driving -without the slightest difficulty. Crimped pickets used in conjunction with the Cyclone wire fence are made on the premises by a powerful machine, through which the wire is passed to obtain the necessary crimp. ... A branch business has lately been established in Pietermaritzburg on the same lines and dimensions as the Melbourne house, and the firm intend shortly to open in Johannesburg and at Port Elizabeth. Some thirty hands are constantly employed in the Melbourne establishment, and the firm is represented throughout the country districts by some hundred agents, who assist in the erection of the fences, ... An enormous business is transacted yearly by the firm, ... the firm

enjoys an extensive connection throughout the Commonwealth and abroad.'

The firm pronounced in 1907 that they provided 'Fences for the Suburbs'; a Cyclone woven fence kept dogs and cattle at bay and was artistic as well.

Cyclone Pty Ltd was incorporated in c1914-15, just before World War One. However, like many manufacturing businesses dealing with house and farm construction, the Cyclone company had great difficulty with the lower demand and the expense of acquiring supplies of raw materials during the war. The firm's name had changed by 1927 to Cyclone Fence & Gate Co. and by 1948, to the Cyclone Company of Australia. The firm was an icon in farm and domestic fencing but eventually became associated with chain wire security fences.

The red brick complex has been constructed in two main stages. The earlier two-storey section, facing Franklin Street, is distinguished by brick pilasters or piers rising through the full height of the building to a large rendered cornice. Timber-framed windows typical of the Edwardian-era are used in punched openings within the pilaster recesses, separated by brick spandrels. This façade is generally without decorative detail except for a rendered oxbow shaped canopy to the ground floor entry. This and the exaggerated cornice provide the stylistic signature of Edwardian Baroque. The complex is reminiscent of factory design work by A & K Henderson in Collingwood and Clifton Hill.

The third level addition has been completed in a visually related style and is distinguished by its dentilated cornice and monumental parapet wall, with ogee profile return down Stewart Street. A sawtooth roof line on the western wing is visible from the south.

The Swanston Street wing is similar three-level scale with two cornice lines but the brickwork has been painted, obscuring the patina of the brickwork evident in the Franklin Street wing.

The Franklin Street wing provides a visually related complement to the significant 1870s Currie & Richards building to the west.

How is it significant?

Cyclone Woven Wire Fence Co. factory is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

Cyclone Woven Wire Fence Co. factory is of aesthetic significance as a generally well-preserved example of an Edwardian factory

complex design within Melbourne's Capital City Zone.

Historically the building is closely linked with the rise and fall of the well known Cyclone Woven Wire Fence Co. in the first 20 years of the 20th century and the entrepreneur, William E Thompson.

Recommendations

This report recommends that:

- the building and associated land at 63-67 Franklin Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01⁴⁰.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

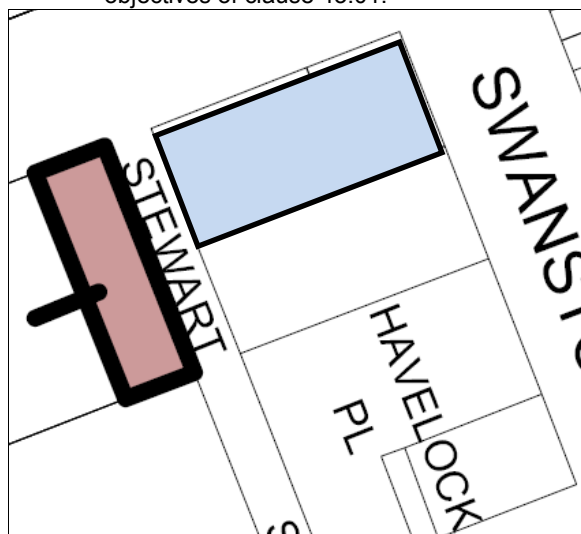


Figure 230 proposed heritage overlay

Interior elements

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

⁴⁰ Interiors and trees have not been assessed unless cited otherwise in the place description

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

(Address also 459-471 Swanston St)

Historic Buildings Preservation council

Willingham, Alan 1976. A survey of Historic buildings in Area no. 3 of the Central Business District Melbourne (for the Historic Buildings Preservation council): Fig 2- assessed as 'B' requiring further investigation (A-D scale) but the building was not assessed. Grantee as CB Peed for £201 in 1849 (CA38)

i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 i-heritage database cited as 65-77 : corner site - has frontage to 459-463 Swanston Street

MMBW survey plans

Melbourne and Metropolitan Board of Works (MMBW) detail plan, No. 1022, 2023, City of Melbourne, Publication 1895: VPRO index plan shows masonry Victorian Clothing Factory (65-71) at Stewart Street corner with small buildings adjoining in Swanston (459-471) and Franklin (-63)- index plan shows added as masonry after plan drawn.

MMBW survey field books 460, 454, and 1759/124 show as DP, plus Factory A addition

MMBW PSP images: nothing earlier than 1980s.

Building Permit Applications

Burchett Index, MCC Building Permit Applications: 6/1/1906, 9839: £3/10, builder/owner. in brackets (Cyclone Woven Wire Fence and Gate Co) 'brick factory'. (noted Currie & Richards Franklin Street brick store in 1914, 5119). No other likely entries in index for Franklin or Swanston

VPRO MCC Building Permit Application register 1912-1916: 30/6/1914 B= F Cockram, O=William C Thompson additions to Stewart/Franklin Street £2/2/

16/4/1925 7360 £1500 alterations to factory A, B

19/9/1925 7869 £2000 alterations to factory: Factory C -already has the third level and sawtooth roof. O=William E Thompson

Electoral Rolls: Thompson

Balaclava Electoral Roll 1909: William Eastwood Thompson, Wilson St, Brighton, manufacturer (and Lucy Kruger Thompson, HD; James Thompson, independent means)

Flinders Electoral Roll 1914: William Eastwood Thompson, Cowes, manufacturer (and Lucy Kruger Thompson, HD, Cowes, also James Matthew Thompson labourer?)

Flinders Electoral Roll 1924: William Eastwood Thompson, Cowes, manufacturer (and Lucy Kruger Thompson, HD, Cowes)

Flinders Electoral Roll 1949: William Eastwood Thompson, Cowes, manufacturer (and Lucy Kruger Thompson, HD, Cowes)

Mahlstedt fire insurance plan series

Mahlstedt fire insurance plans: plan 13A (MUA): c1910- (as amended to 1923) 'Cyclone fence Gate Co' vacant Swanston Street corner (with hoarding) with 2 storey factory to Stewart Street and one storey south of that. existing cornice line marks original stage, attic addition and matching Swanston Street wing

Mahlstedt fire insurance plans: plan 13A: 1924- (as amended to 1947) has 3 level block at Stewart Street with sawtooth as existing - steel columns and beams, no fire proof upper floors, concrete ground floor, 'HW Gossard of Asia Pty. Ltd.' Three level wing at Swanston Street corner ('The Argus': 31/1/1916 Gossard was front-lacing corset manufacturer 'Try a Gossard this time' Madame Cave as expert fitter)

Cyclopedia of Victoria

Smith 1904, V2: 144

'The CYCLONE WOVEN WIRE FENCE COMPANY and BEEKEEPERS' SUPPLY COMPANY (Messrs. L. T. Chambers and W. A. Thompson, proprietors), 128 - 130 Franklin Street, Melbourne, with branches in Adelaide. This business was originally established in 1877 by Mr. L. T. Chambers, under the style of the Bee-keepers' Supply Company, and carried on by him for seven years. Commencing in a small way as manufacturers of bee-keepers' supplies, the business increased so rapidly that it soon became necessary for Mr. Chambers to secure assistance, and he

accordingly took into partnership Mr. W. A. Thompson. Further additions were then made to the business, -and the manufacture of fruit and packing baskets was commenced, the demand for this line of manufacture becoming so great that special machinery was imported from America in order to facilitate the execution of the daily increasing orders. This includes a rotary veneer cutting machine, which on arrival was erected in the firm's workshop. A section of a log placed in this machine is held in position by two chucks, and the machinery is set in motion, cutting a veneer of any desired width or thickness. About one million of fruit baskets are sent out annually, and the firm also manufactures beehives and all other accessories used in bee-farming, the work turned out rivalling in many details the imported article. A few years ago Mr. Chambers invented a machine for manufacturing dove-tailed beehives, which style was subsequently adopted by American manufacturers, who acknowledged it to be a decided improvement on the old style of mitre joints. A machine for making loop-twitches for fastening droppers to the wire of ordinary wire fences is another invention of Mr. Chambers. In 1898 the firm purchased the Australian rights of the Cyclone woven wire fence, which they introduced into Victoria. These fences rapidly found favour throughout the States, and in order to meet the steadily increasing demand it has been necessary to add continually to the firm's already extensive business. Among the numerous lines taken up is the Wellman automatic elevating gate, which may be opened by persons on horseback or driving -without the slightest difficulty. Crimped pickets used in conjunction with the Cyclone wire fence are made on the premises by a powerful machine, through which the wire is passed to obtain the necessary crimp. The Cyclone fence is a combination of two-wire cables, into which the crimp pickets are woven at regular intervals. This process is carried out by a light, handy machine used on the line of fence, which is easily operated by one man, and when properly erected forms a suitable web fence for all classes of stock. Over 100 of these machines are in use at the present time throughout Australia. A branch business has lately been established in Pietermaritzburg on the same lines and dimensions as the Melbourne house, and the firm intend shortly to open in Johannesburg and at Port Elizabeth. Some thirty hands are constantly employed in the Melbourne establishment, and the firm is represented throughout the country districts by some hundred agents, who assist in the erection of the fences, etc. In addition to those already mentioned, the firm, have the most complete and modern sawing and planning machinery for the making of beehives, etc., and a clipping machine for cutting into shape, etc., all of which are driven by a 11-h.p. gas engine. An enormous business is transacted yearly by the firm, and the turn-out in all lines manufactured is gradually increasing. A large stock of goods is kept on hand, including fruit and packing baskets, beehives, fencing wire, etc., etc., and the firm enjoys an extensive connection throughout the Commonwealth and abroad.'

Victorian Heritage Database (VHD):

GATEWAY HOUSE

459-469 SWANSTON STREET MELBOURNE,
MELBOURNE CITY

Heritage Inventory (HI) Number H7822-2077

Heritage Inventory Description

1866 map - building (s) on corner site. 1880 Panorama - several single storey buildings on site. 1905 - vacant area, part of Cyclone Fence & Gate Co.

National Library of Australia

NLA: Trove: Cyclone Woven Wire Fence & Gate Co. The Cyclone Woven Wire Fence & Gate Co. was established in 1899. In 1915 its name was changed to Cyclone Pty. Ltd.; in ca. 1927, to Cyclone Fence & Gate Co. and in ca. 1948, to Cyclone Company of Australia. Works by these bodies are found under the name used at the time of publication.

Boral web site

(http://www.boral.com.au/history/Ch4_6.html)

`Cyclone's History

Cyclone was formed in the early 1890s, when Leonard Chambers entered into a partnership with William Thompson to manufacture beekeepers' hives and accessories. They also imported and distributed queen bees, to improve the existing strain of Australian bees.

In the mid 1890s, Chambers read a small advertisement in an issue of a US beekeepers' journal that proclaimed the merits of a manually operated machine able to weave wire fencing directly onto previously erected fence posts. Envisaging the scope for such a fence in Australia Chambers contacted the manufacturers, Lane Bros, who had established the Cyclone Fence Company in the United States. Negotiations to secure the Australian rights were successfully carried out by mail and Cyclone Woven Wire Fence Company was established in Melbourne in 1898. Initially all the wire and pickets had to be imported from the United States as the Australian steel industry was nonexistent.

By 1912 Cyclone was well established. However, Chambers was always on the lookout for new business opportunities and in 1913 embarked on a disastrous episode for the company... The company was forced to withdraw the product and dump its stock at a substantial loss...

Cyclone Pty Ltd was incorporated in 1914, just before World War I; soon afterwards the company, like many manufacturing businesses, experienced difficulties, particularly in acquiring supplies of raw materials. Deliveries of imported goods were extremely unreliable and the prices high - wire cost an exorbitant 7 pounds a ton.

In 1925 the company changed its name to Cyclone Fence and Gate Company Pty Ltd, more accurately reflecting its principal business activities. It survived the 1930s Depression without trading at a loss and in 1937 secured the Australian agency for tubular scaffold fittings manufactured by London and Midland Steel Scaffolding Co.

With World War II, Cyclone, with its expertise in the wire industry, was quickly requisitioned to provide supplies for military purposes. The wartime demands stretched the capabilities both of the company's plants and personnel to their limit. Consequently, by the time peace was declared in 1945, Cyclone's civilian trade had totally dropped off.

In 1947, after obtaining advice from the stockbroking firm Ian Potter and Co., the directors formally registered Cyclone Company of Australia as a publicly listed company. The new capital in the company was offered to the existing thirty shareholders and to the general public on a two-thirds to one-third allocation. Shares were offered to the public at an issue price of 1 pound with a premium of 1 pound and were eagerly sought.

In 1958, Cyclone decided to enter the aluminium window market, due to the increasing demand for this product. They also introduced a new range of hand and garden tools and expanded the scaffolding operations to Canberra to cater for the upsurge in building development in the federal capital. The Sydney Opera House during construction, featuring Cyclone scaffolding.

Boral took over Cyclone in 1976. The window division was consolidated with the purchase of Dowell aluminium and timber windows in 1988. Dowell Australia Limited can be traced back to 1857. With well-established operations in all states, Dowell continues to trade under its own name.

In 1993, the Boral board decided to concentrate on its core businesses. The company floated Azon Limited and sold many manufacturing subsidiaries including Cyclone Hardware and wire meshing, as well as other businesses acquired over the years that were no longer strategically important. Boral did, however, retain the scaffolding and window businesses it had gained through the original takeover.'

ARC fences web site:

'The Cyclone® Brand was introduced to Australia in 1898. Cyclone was an Australian Icon especially with the men of the bush in the early 1900's. The Cyclone branded fence was a revolution in the lives of the farmer, bushie and grazier because it made fencing easier with a promise of high quality and lasting performance in the protection of the land it surrounded and the stock it corralled.

By 1902, just 4 years after launch, the product was already widely known.

The Cyclone salesmen were relied upon to give an honest account of themselves and were highly regarded for their advice to farmers and graziers alike. The original Cyclone Zephyr (a newsletter published in 1902) proclaimed the products to be "of the highest quality and best performance and their salesmen to be true to their word."

In 1905 Cyclone were the first company to introduce a pre-fabricated fence called Spring Coil based on a hinged joint construction and again were first to introduce an improved pre-fab construction called Ringlock.

A key point in the history of the Cyclone Company was the decision to go public in 1947 and by 1948; the Cyclone brand had national coverage.

In qualitative market research in 2001, farmers stated that Cyclone was an icon and indicated that a focus on improving the brand image would be an important step in growing sales in Australia. To many farmers, Cyclone is Fencing.

In 1975, Boral purchased the Cyclone business and oversaw a period of expansion where the Australianness of the brand was personified by Slim Dusty becoming the voice of Cyclone in TV commercials of the early 1980's.'

'The Argus':

Friday 1 March 1907

Accident at factory... letter to Argus from WE Thompson of Cyclone Woven Wire Fence Co., delays at Homeopathic Hospital.

Monday 18 March 1907

Advert 'Fences for the Suburbs', Cyclone woven fences keep dogs and cattle at bay and is artistic... address cnr Franklin and Swanston

The Argus 28/7/1913 CYCLONE GATES and FENCES

CYCLONE GATES and FENCES Arc the best enclosures for suburban residences, gardens, und parks, whether they are regarded from the standpoint of effectiveness, durability, or beauty. If you have not our catalogue, get it, and let us quote on the job you are planning now. 'Phone 3228. CYCLONE FENCE & GATE CO., 450 Swanston St, CYCLONE FENCE & GATE CO.. Melbourne.

Sands & McDougall Melbourne or Victorian Directories

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

D1893:

Swanston St:

Seid & May, carpenters and joiners (yard?)

59 Vacant

Vacant

63 Lane, Charles, bootmaker

65 Barthold, G. J., & Co, clothing manufacturers

77 Vacant

(Stewart)

Franklin St:

461 Deslandes & Harvey, wood carvers &c

463 Vacant

471 Seid & May, carpenters d joiners

D1904: Franklin St

(Swanston St

59 Vacant

61 Vacant

63 Vacant

65-77 Barthold, G. J., & Co, clothing mnfctrs

Swanston St:

461 Desluudes, Mrs H. C. W., fretworker and

Heritage Assessment of 063-067 Franklin Street, Melbourne

wood carver
463-471 Vacant
Receiving box (P.O.)
(Franklin St)

D1905 65-77 Barthold, GJ & Co clothing manufactrs

D1910 67-77 Cyclone Fence & Gate Co workshop/
Stewart St/

D1915, D1920 67-77 Cyclone Fence & Gate Co/
Stewart St/ also in 459 Swanston St

D1924 67-77 Franklin Street (to Stewart) and 459-463
Swanston Cyclone Co Pty Ltd also Chambers &
Bennetts cnster makers;

D1930 67-77 Franklin Street Carr, W J printers, 459
Swanston Street Nathan, Jos & Co merchants,
Forward Printing, Robinson's Motors Pty. Ltd.

D1935-39 67-77 Gossard, HW & Co Pty. Ltd. corset
manufact.;

D1935-39 459 -461 Forward Printing, 463 Mobile Auto
finance

D 1939 Ogilvy, EJ Pty. Ltd. cycle access wsale;
Watkins Motors Pty. Ltd. used cars.

Municipal rate records

Where required rate record extracts were
obtained from the Melbourne City Valuer's
valuation books and Rate Books, held at the
Victorian Public Records Office.
MCC Valuers Books Gipps Ward
VB1904,

- 1211 65-67 Franklin St: Barthold & Co occ.,
owner Commercial Bank brick warehouse 115
x 70' £100; at rear is Fred Albrecht brick store
owned by Commercial Bank 30x103' NAV
£44;
- 1378 Swanston St: Charles Deslandes
occupies brick factory NAV £30, owned by
Commercial Bank

VB1905,

- 1206 65-67 Franklin St: Barthold, Commercial
Bank x out to WE Thompson warehouse 115
x 70' £100, rear is Fred Albrecht brick store
owned by Commercial Bank (x out to WE
Thompson) 30x103' NAV £44;
- 1376 461 Swanston St: Charles Deslandes
occupies brick factory NAV £30 x out to
become WE Thompson;

VB1906

- 1204 Franklin St: old sheds 70x60' (x out)
£75;
- 1205 57-63 Franklin Street Barthold & Co,
owner WE Thompson warehouse 115 x 70'
£100,
- 373 461 Swanston St: no occupier, owner WE
Thompson (written in:) 2 floors brick 85x185'
(82x80' x out) NAV £250

VB1907 ,

- 51-63 Franklin Street Barthold & Co, owner
WE Thompson warehouse 115 x 70' £100,
 - 1326 461 Swanston St: Cyclone Gate Co
brick factory 2 floors, 85x185' £250
- VB1908,
- 1162 51-63 Franklin Street Barthold & Co (x
out), owner WE Thompson warehouse 115 x
70' £100
 - 1328 461 Swanston St: Cyclone Gate Co
brick factory 2 floors, 85x185' £250
- VB1909,
- 1159 51-63 Franklin Street owner WE
Thompson warehouse 115 x 70' £100
 - 1323 461 Swanston St: Cyclone Gate Co
brick factory 2 floors, 85x185' £250
- VB1910
- 1146 Franklin St: Cyclone Gate Co, owned by
WE Thompson, warehouse 115 x 70' £100
 - 1299 461 Swanston St: Cyclone Gate Co
brick factory 2 floors, 85x185' £250
- VB1911,
- 1140 Franklin St: Cyclone Gate Co, owned by
WE Thompson (x out),
 - 1294 461 Swanston St: Cyclone Fence and
Gate Co, owned by WE Thompson brick
factory 2 floors 82x182' £250 x out to £550
- VB1912, 1291 461 Swanston St: Cyclone Fence and
Gate Co, owned by WE Thompson brick factory 2
floors 82x182' £550 (no Franklin Street entry- now
combined)
- VB1913, 1257 (459-461 see above) brick factory 2
floors 82x182 £550 x-out to £750
- VB1914, 1237 (see above) brick factory 82x182' £750
x-out to £850
- VB1915, 1236 (see above, no description) £850
- VB1916, 1218 (see above) factory 3 floors £850
- VB1917, 1057 see above but as Cyclone Pty. Ltd. brick
factory 3 floors...
- VB1920,1201 see above

Relevant thematic history extract

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

Context 2010 draft:

5.5 BUILDING A MANUFACTURING INDUSTRY

'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 were left empty or converted for other uses.
The industrial area of Southbank has been virtually
obliterated by the new developments of the 1990s...'

Lewis, Miles and others (1995) *Melbourne- the City's
history and development*: 91

THE CITY BEAUTIFUL:

CITY ECONOMY

Despite everything Melbourne remained the financial centre of Australia.. Melbourne's role was guaranteed as a supplier of many goods to the Victorian hinterland and a very large proportion of goods to the metropolitan area... the centre retained a strong hold on much of the wholesale market..'

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained, as confirmed by the 1993 and 2002 reviews.

Selected Edwardian-era factories Capital City Zone:

Street Number Name Date Architect

- Franklin Street 96-102 Keep Bros & Wood workshop and showroom, later Stramit Building 1903 Askew, DC
- Franklin Street 63-67 Cyclone Woven Wire Fence Co. factory 1906-, 1925 Beaver & Purnell?; Purnell, Arthur W
- Drewery Place - Sniders & Abrahams Pty. Ltd. Building 1910 Crawford, H R (Engineer)
- Exhibition Street 272-274 P.N. Hong Nam Building 1910-11 Webb, R G
- Lonsdale Street 103-105 Factory 1910c
- Swanston Street 330-334 RMIT Building 22 1913 Flanagan, L J

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 63-67 Franklin Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 2(scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 63-67 Franklin Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay⁴¹. The building at 63-67 Franklin Street was assessed in this review and graded **C** on an A-E individual building scale.

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

History and Description

63-67 Franklin Street, was constructed c.1910 as a factory'. The designer and builder are not known although the Cyclone Gate & Fence Co are known to have occupied the property throughout the 1910s. The red brick building appears to have been constructed in two stages. The earlier, two storey section is distinguished by brick pilasters or piers rising through the full height of the building to a large rendered cornice. The facade is generally without decorative detail except for a rendered surround incorporating a small oxbow canopy to the ground floor entry. The second storey addition is completed in a very sympathetic style and distinguished by its monumental parapet. The building is in excellent original condition.

Statement of Significance

63-67 Franklin Street is of aesthetic significance at a local level as a substantially intact example of an Edwardian factory design within Melbourne's CBD.

References:

Sands & McDougall directories 1910-1915.

Other heritage listings

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

⁴¹ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

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



Figure 231 96-102 Franklin Street



Figure 232

Historical associations with persons or events

Creation or major development date: 1903

Major owners or occupiers: Keep Bros. & Wood Joseph, Alfred (site)

Designer(s): Askew, DC

Builder(s): Murray & Crow of East Melbourne

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985⁴²: A,B,C,D,E,F): **C 3**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993⁴³: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985⁴⁴: A,B,C,D,E): **B**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

The wholesale ironmongers and coach builders, Keep Bros & Wood, commissioned this workshop in 1903 from builders, Murray & Crow of East Melbourne, to a characteristically bold classical revival design by architect David C Askew. From

⁴² Referenced in the Melbourne Planning Scheme clause 22.04

⁴³ Referenced in the Melbourne Planning Scheme clause 22.04

⁴⁴ Referenced in the Melbourne Planning Scheme clause 22.04

the role of carriage builders, the firm entered the motor trade in the early 20th century as agents for a number of locally made cars, Trumbull being one, and were also producers of the Hallmark bicycle.

John Francis Keep died 22 January 1945, aged 89. With his brothers, Albert Edward Keep, and H. S. Wood, he had formed Keep Bros and Wood in 1899, after a partnership with his brother (Edward Keep and Co.) which he had formed after his arrival in the Colony in 1876. The company moved from Lonsdale Street to Franklin Street under the style of Keep Bros & Wood. Keep Brothers & Wood's association with carriage and later motor car fabrication and selling, is part of the transition of this part of the Capital City Zone from the typical late Victorian-era uses of metalwork and engineering, as observed by Graeme Davison in his work 'Marvellous Melbourne'. This evolutionary grouping of similar land uses in the City has been identified as a significant feature of Melbourne's business district historical development.

A Victorian sesquicentenary plaque on the building commemorates James Harrison the 'inventor of the refrigeration process and found of the Victorian Ice Works on this site 1859'.

Rising to five levels (three upper levels and attic), the workshop façade is composed in three parts, each having a deeply moulded gabled pediment at the parapet level. The central and largest bay rises above the others to form a strongly shaped façade silhouette. The flanking pediments are set on three parapet piers.

Ground floor Tuscan order pilasters frame a central entry (with related panelled entry doors), deeply set display windows and an altered vehicle entry. Upper level windows are closely spaced and deep-set, each with timber double-hung sashes. The structural frame is of iron columns and girders.

The street elevation is little changed with the addition of the roller shutter at the carriage way being the main alteration.

How is it significant?

The Keep Bros & Wood workshop and showroom is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

Keep Bros & Wood workshop and showroom is significant aesthetically as a well-preserved and boldly executed Mannerist cemented façade, characteristic of David Askew's work.

Historically, the long association with the rising firm of Keep Brothers & Wood is significant for

their association with carriage and later motor car fabrication and selling, as part of the transition of this part of the Capital City Zone from its late Victorian-era use pattern of 'metals and engineering' to that of the motor trade.

Recommendations

This report recommends that:

- the building and associated land at 96-102 Franklin Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01⁴⁵.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

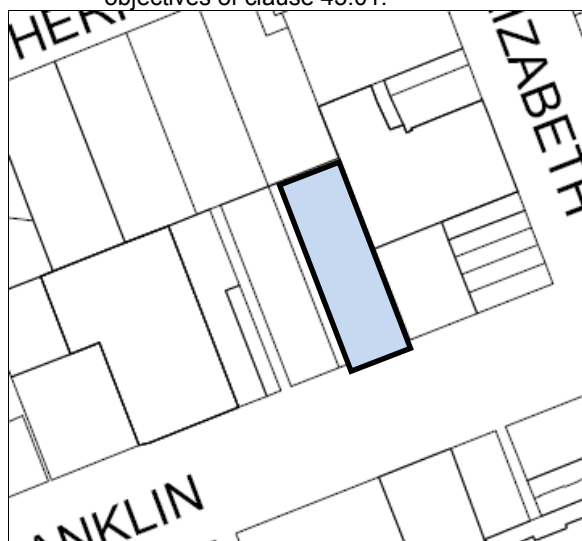


Figure 233 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

⁴⁵ Interiors and trees have not been assessed unless cited otherwise in the place description

Recommended for the Victorian Heritage Register? No.

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council

Yuncken Freeman Architects Pty. Ltd. 1976.. Historic Buildings Preservation Council Melbourne CBD Study Area 5 (81): 115, former ice works, Not recommended to HBR, date c1867 - no references.

i-Heritage

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Description/Notable Features Notable features include high standard of cement rendered surfaces - bold massing. Alterations / Recommendations: New show windows (sympathetic), "Stramit" sign new (sympathetic - remove), colours (sympathetic), air units added (inappropriate - remove or reinstate sympathetic alternative).

Building Permit Application:

1903, 9095 'brick workshop and insulated building' builder, architect, owner

(2/8/1911 additions to 97-99 Franklin)

(1907 576 additions to 97 Franklin Street for KB&W, see also 1911 2797)

3/11/1911 alterations to 100 Franklin Street (Keep Bros & Wood owner builders), fee £1/1/

Mahlstedt fire insurance plan series

Mahlstedt fire insurance plans 1910-1923 (MUA): 5 level building Keep Brothers & Wood, coach builders and ironmongers, carriage way on west side (as

existing but with added shutter), iron columns and girders, timber store and upholstering workshop at rear, pitched yard.

Keep family web site

http://www.keepdna.net/keep_family_dna_project_016.htm

The University of Melbourne Archive:

Box 340 Keep Brothers and Wood Pty Ltd

National Library of Australia:

Image of factory c1912-13 interior

Joseph Bishop arrived in Melbourne during the gold rushes, ultimately establishing a coach building business at Beechworth, which was later transferred to Euroa. The family moved to Melbourne in the late 1880s, where one son became the proprietor of the trade journal 'The Australasian Coachbuilder and Saddler'. The collection consists of family photographs and photographs used to illustrate 'The Australasian Coachbuilder and Saddler'. This photograph shows the interior view of a wheel factory, showing machines, men at work, wheels being made, etc. Written on verso "Keep Bros & Wood's Wheel Factory, Franklin St, Melb., about 1912 or 13."

'The Argus':

18/7/1903

'PARTNER WANTED,

With £3000,

EXTENSIVE SPRING. MANUFACTURING

BUSINESS,

Doing a Victorian and intercolonial trade, Bona fide paying concern, capable of large extension.

Apply KEEP BROS. and WOOD, 100 Franklin, street, Melbourne.'

Tuesday 12 July 1910

CITY SAFE-BREAKERS.

HARD WORK AND SMALL PAY

'...The warehouse of Messrs Keep Bros and Wood, in Franklin street, was also entered, entry in this case as well having been effected through a roof skylight The office was ransacked but nothing of value was stolen Detectives Bannon and Howard are making inquiries.'

Saturday 30 September 1911

Ballieu Patterson and Sons Pty. Ltd., 375 Collins street.

WEDNESDAY OCTOBER 4.

At the Room«, 375 Collins-street.

At Twelve O'clock.

MOST IMPORTANT TRUSTEES' REALISATION SALE,

In the Estate of the Late

Heritage Assessment of 096-102 Franklin Street, Melbourne

ALFRED JOSEPH.

Under Instructions from

THE TRUSTEES, EXECUTORS, AND AGENCY

CO. LTD, Melbourne,

Messrs. Joseph Joseph and Charles Flemming,
Trustees in the Estate of the late Alfred Joseph....

(lots including the Shamrock Hotel, Bendigo, Gothic
Buildings Melb)

LOT 3.

SUBSTANTIAL. BRICK BUILDING,

with floor space 66' x 40', consisting of basement,
ground floor and three stories, and at the rear one-story
brick and iron buildings, used as workshops, known as

NOS. 100 to 106 FRANKLIN-STREET

..and now in the occupation of Messrs. Keep Bros, and
Wood, saddlers. Ironmongers. LAND, 66 FEET x 165
FEET 8 INCHES.

The properties are sold subject to the existing
tenancies..

16/8/1916

'A.B.C

Is well Known by All People,

In Like Manner is the

T R U M BULL CAR

Well-known to All Escorts as Being the Best

Value in Motor-Cars.

Nothing of a Cheap Nature About These Cars.

They Are Finished Equal to the Best Car on
the Road.

Body, Australian-made Tornado Type, with Trimmings
in Solid Leather, Australian

Manufacture.

PRICE, Including Spare Wheel, £130.

The Word TRUMBULL Stands for highest Degree
of Efficiency.

35 Miles to Gallon of Petrol, and 500 Miles to
11 Pints of Lubricating OIL

KEEP BROS. AND WOOD,

Wholesale Agents,

100 Franklin Street, MELBOURNE.

Live Agents Wanted.'

Australian Dictionary of Biography

L. G. Bruce-Wallace, 'Harrison, James (1816? - 1893)',
Australian Dictionary of Biography, Volume 1,
Melbourne University Press, 1966, pp 520-521:

'HARRISON, JAMES (1816?-1893), journalist and
inventor, was born at Bonhill near Renton,
Dunbartonshire, Scotland, the son of a fisherman.
James was apprenticed to a printer at Glasgow where
he managed to attend the Evening College founded by
Professor John Anderson (Anderson's University) and
later the Glasgow Mechanics' Institution, where he
specialized in chemistry and won two prizes for his
essays. He went to London in 1835 and worked as a
compositor. Engaged by Tegg & Co., publishers and
booksellers of Cheapside, he sailed for Sydney in 1837
with printing equipment for the *Literary News* to be
edited by William A'Beckett. After five months with this
journal, Harrison repaid his passage money and
became foreman of the *Sydney Monitor*; he also
contributed to it a refutation of Dr William Bland's
specific against spontaneous combustion in wool, and
worked for the *Sydney Herald*.

In 1839 Harrison joined the *Port Phillip Patriot* under
John Pascoe Fawcner who next year commissioned
him to found and edit the weekly *Geelong Advertiser*. In
partnership with John Scamble he bought this
newspaper in 1842; together they also produced a
Geelong Almanac, but Harrison soon became sole
owner and emerged as a journalist of power and parts.
His standards were high, his policies broad and
progressive; he was a fearless humanitarian, devoid of
humbug and sectarian prejudice, with natural and
acquired width of knowledge. As a stationer and job
printer he published such works as Alexander Skene,
Map of the District of Geelong and James Dredge,
Aborigines of New South Wales in 1845, the *Australia*
Felix Monthly Magazine in 1849 and Garrard and
Shaw, *Map of the Town and Suburbs of Geelong* in
1850. He also established the *Intelligencer* in 1850 as a
summary for both isolated settlers and overseas
readers. His *Advertiser* became a daily in 1850 and
next year was first in announcing news of gold at
Clunes. Always alert for worthy causes, it achieved
more than local importance during the gold rushes.
Earlier, Harrison had been the squatters' advocate in
their struggle for secure tenure of leases. Under the
influence of T. C. Riddle, he began to support
protection in 1852, and as the number of farmers
increased, his advocacy intensified, although his was a
lone prophetic voice. He was a member of Geelong's
first town council in 1850 and represented Geelong and
Geelong West in the Legislative Assembly in 1859-60.
But in 1862, although his assets were worth £22,000,
he had to sell his *Advertiser* to escape bankruptcy. He
was retained as editor, and in 1865 founded the
Geelong Register; but he could not keep it and in 1867
he became an editor of the *Melbourne Age*.

Harrison's greatest achievement and much of his
financial failure stemmed from his inventions: he was a
pioneer in all kinds of refrigeration. At Geelong he
designed and built the plant for the first Australian
manufacture of ice and began production at Rocky
Point, taking out a local patent in 1854. The Bendigo
brewers, Glasgow & Co., soon adopted his principles in
a pioneer mechanical refrigerator. In 1856 Harrison
went to London where he patented both his process
(747 of 1856) and his apparatus (2362 of 1857) and
had talks with Faraday and Tyndall. Siebe Brothers of
Holborn used his designs to make improved machinery
which was shipped to Victoria in 1859. A short trial at

new works convinced Harrison that Geelong could not use three tons of ice each day, so he moved to Melbourne where his daily output of ten tons also exceeded demand. In 1860 he joined (Sir) Peter Nicol Russell in forming the Sydney Ice Co., but it was soon bought out by rivals. Finding ice unnecessary for many industrial purposes, Harrison designed a revolutionary refrigerator, and patented it in 1860. It was used next year in Scotland to distil paraffin, about the same time as Twining's machine in the United States.

Before 1870, as his finances recovered, Harrison began pioneering work on the refrigeration of ships for the export of meat, while competitors were still thinking only of direct freezing. In 1873 he won a gold medal at the Melbourne Exhibition by proving that meat kept frozen for months remained perfectly edible and that it might be shipped to England for 7s. a ton. As a result he was given £2500 for an experiment: in July the Norfolk sailed with twenty-five tons of beef and mutton. Unfortunately lack of funds for adequate machinery, rough handling and ignorance that beef should only be chilled made the cargo unusable.

Harrison stayed in Britain where he patented his refrigerated ship chambers, improved his earlier patents, and resumed journalism as Oedipus of the Age. After some nineteen years he returned with his family to Geelong and settled in a small cottage at Point Henry, where he continued to write and planned to produce soda from his barren block. He died on 3 September 1893, survived by his third wife and several children. His portrait is in the Geelong Art Gallery. Public subscription gave him a tombstone in 1896 with the quotation 'one soweth, another reapeth'.

Select Bibliography

W. R. Brownhill, *The History of Geelong and Corio Bay* (Melb, 1955); M. E. Webster, 'James Harrison, 1815-1893', *Victorian Historical Magazine*, vol 21, no 2, June 1945, pp 1-13; R. B. Alexander, 'Prominent Personalities of the Eighteen-Fifties', *Victorian Historical Magazine*, vol 24, no 4, Apr 1952, pp 121-39; R. T. B. McKenzie, 'James Harrison, Gentleman ... Father of Refrigeration', *Refrigeration Journal*, vol 10, no 3, Sept 1956, pp 24-30; L. G. Bruce-Wallace, 'James Harrison: A Study in Entrepreneurial Failure', *Bulletin of the Business Archives Council of Australia*, vol 1, no 9, 1961, pp 50-56; *Age* (Melbourne), 4 Sept 1893; *Argus* (Melbourne), 4 Sept 1893; *Geelong Advertiser*, 25 Mar 1846, 4 Sept 1893, 13 Sept 1956. More on the resources'

Sands & McDougall Melbourne or Victorian Directories

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

D1900 92 Priestley...

100 Keep, Edward & Co wholesale ironmongers, Keep Bros & Wood carriage materials...

102-106 McEwen, James & Co etc

(indicates building erected?)

D1905 (96-100) Keep Bros & Wood, coach builders' ironmongers

D1910 Keep Bros & Wood, coach builders' ironmongers

D1915 Keep Bros & Wood, coach builders' requisites

Municipal rate records

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

No search carried out.

Relevant thematic history extract

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

Lewis, Miles and others (1994) *Melbourne- the City's history and development*: 63

4.3 BOOM AND BUST

CITY ECONOMY...

'Between 1861 and 1891 Melbourne's population quadrupled, and the high rate of household formation encouraged massive suburban development, culminating in the land boom. The city centre benefited from the concentration of financial institutions catering not only to Victoria but to much of Australia.

Melbourne wholesale merchants also serviced intercolonial areas, like the Riverina of New South Wales, and the newly opened tracts of Queensland...Retailers included the ironmongery giant, James McEwan & Co., and familiar firms like Buckleys, The Leviathan ...'

Lewis: 67

4.6 BOOM AND BUST

UTILITIES

'In other respects the distribution of uses in the central city remained much as before. The banks had occupied Collins Street in the 1840s, and had consolidated there from the mid-1850s onward. By the 1880s all but one of the twelve banks had their headquarters in the street. 44 There were now some more specialised nodes of activity like the retail furniture trade in Bourke Street West, the softgoods merchants between Russell and Elizabeth Streets, and the hardware dealers in Little Collins Street, near Spencer Street. Davison has demonstrated this clustering of activities in map form. The theatres and dance halls were in Bourke Street, and the brothels were in Stephen (Exhibition) Street ...By the 1880s the industries which had occupied the north bank of the Yarra were moving to the south bank, but a new concentration had developed in the west end of the city, especially about La Trobe and Lonsdale St.'

Lewis: 92

'THE CITY BEAUTIFUL: CITY ECONOMY

Despite everything Melbourne remained the financial centre of Australia.. Melbourne's role was guaranteed as a supplier of many goods to the Victorian hinterland and a very large proportion of goods to the metropolitan area... the centre retained a strong hold on much of the wholesale market..'

Lewis: 9

INTRODUCTION

'In the heart of Melbourne these economic phases have been laid one over another, each transforming though not totally obscuring its predecessor. Hardly anything survives of the pastoral period. A number of structures remain from the gold period but they are small and have lost their context. A very much stronger imprint remains of the industries established between 1860 and 1890, especially in areas like clothing and footwear, though less in the cases of coach building, ironmongery, woodworking and so on.

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained, as confirmed by the 1993 and 2002 reviews.

Selected Askew designs in the Capital City Zone showing the 1985 grading of each and the large number of significant designs included:

Name Number Street Date Value

- Shop & Residence 239 Lonsdale Street 1888-1890c D
- Stalbridge Chambers 435-443 Little Collins Street 1891 A
- Warehouses 213-219 Russell Street 1891-2 B
- Block Arcade 96-102 Elizabeth Street 1892- A
- 261 Elizabeth Street 1898 C
- Keep Bros & Wood, later Stramit Building 96-102 Franklin Street 1903 C
- Ballarat Star Hotel 226-228 Swanston Street 1887 B
- Warburton's shops & warehouse 365-367 Little Bourke Street 1887 C
- Heape Court (rear 359 Lt. Lonsdale) 1887 C
- Melbourne Tramway & Omnibus Co. Building 669-675 Bourke Street 1890 B
- Block, The 280-286 Collins Street 1890- A
- Melbourne Storage Co., former 541-561 Lonsdale Street 1890 B

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 96-102 Franklin Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 96-102 Franklin Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay⁴⁶. The building at 96-102 Franklin Street was assessed in this review and graded **C** on an A-E individual building scale.

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

STATEMENT OF SIGNIFICANCE

96-102 Franklin Street is of aesthetic significance at a local level as an early example of a warehouse design within Melbourne's CBD.

HISTORY & DESCRIPTION

96-102 Franklin Street, was constructed c.1867 as a five storey warehouse. The designer and builder are not known although it appears to have been built for Ferguson & Urie, Glass Merchants and McEwan & Co ironmongers 2. It is an early example of Italianate design within Melbourne. The building has been stripped of many of its decorative elements and now retains the form but almost none of the detail of the original design.

The building is in good but considerably altered condition.

⁴⁶ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Heritage Assessment of 096-102 Franklin Street, Melbourne

(Notes: Need rate books/directories/planning permits search for construction date and architect/builder.)

Other heritage listings

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

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



Figure 234 4-6 Goldie Place



Figure 235 4-6 Goldie Place, façade detail showing high integrity



Figure 236 altered Hardware Street warehouses backing onto 4-6 Goldie Place, part of group.

Historical associations with persons or events

Creation or major development date: 1887-1888

Major owners or occupiers: Penman & Dalziel, furniture makers

Designer(s): Dunn, Alfred

Builder(s): William Thomas Hosking & Sons

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985⁴⁷: A,B,C,D,E,F): **B 3**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993⁴⁸: A,B,C,D,E): **B**

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

Building grading level 2011 (Central Activities District Conservation Study 1985⁴⁹: A,B,C,D,E): **B**

MCC Place Value Definition 2011:

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

⁴⁷ Referenced in the Melbourne Planning Scheme clause 22.04

⁴⁸ Referenced in the Melbourne Planning Scheme clause 22.04

⁴⁹ Referenced in the Melbourne Planning Scheme clause 22.04

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

John William Dalziel sailed from Liverpool to Melbourne in 1892, joining Penman 17 years later in a furniture making business located in Lonsdale Street West. The firm won recognition at the Indian and Colonial Exhibition, held in London during 1886, and completed new premises in Post Office Place in the following year.

These five warehouses, two in Goldie Alley (later Goldie Place) and three in Hardware Street (back to back) were erected by 1888, replacing Post Office Place as the firm's primary address. The architect was the prolific and gifted church designer, Alfred Dunn, and the builders, William Thomas Hosking & Sons. Dunn had designed the highly significant Commercial Bank of Australia (Dome & Chamber) 335-339 Collins Street in the same era, 1891-1893.

Penman & Dalziel were hit by the Great Depression, declaring bankruptcy in the late 1890s, but the firm continued on to maintain its reputation as claimed by one source as among the Colony's best furniture makers. John Penman Jnr had also joined Dalziel's furniture manufactory by the 1900s but the original firm had left the Goldie Place premises within the next ten years.

Instead of Penman & Dalziel, Alex Harrison, saddler; William Riddell and George Walker, book binders occupied the Hardware Street (formerly Wright's Lane) Stores. In Goldie Alley and near Thomas Power's saddlery and ironmongery at 400 Little Bourke Street, Thomas Booth was the long-term tenant of number 6 Goldie Place and Screen & Moss, cigar manufacturers appear to have occupied number 4 Goldie Place since the early 1890s.

The warehouses complemented the vast Kirks Horse Bazaar that extended from Bourke Street through to Little Bourke Street, generating a number of associated small businesses nearby such as saddlers and ironmongers.

By 1915 the Hilton Press were at Goldie Place, marking the change from hardware and related products in the area to occupation by the printing industry. After the next ten years, Murray &

Williams and Thomas Cook sold saddlery and leather goods among the bookbinders in Hardware Street and, in Goldie Place, the Tytherleigh Press continued occupation of 6 Goldie Place and P E Hambly, printer, was in 4.

Provided with parapeted and gabled facades in the traditional, medieval-based style used for Victorian-era warehouses, these factory-warehouses or stores express their use and age by the wall materials chosen (red and cream brick and basalt). Symmetrically placed arched openings, two windows each side of the landing doors, comprise the fenestration with ornamentation in the form of cream brick banding or terracotta mouldings. Chunky arch keystones and wide architraves are joined by impost bands and mouldings and the cornice mould that follows the parapet edge. Openings vary from rectangular, arched to basket-arched, offering a textural variation of light and shade in combination with the rusticity of the wall materials. Timber joinery is near complete which is rare for this building type within the State. The buildings are particularly well preserved.

How is it significant?

Penman & Dalziel's Warehouses are significant historically and aesthetically to the Melbourne Capital City Zone

Why is it significant?

Penman & Dalziel's Warehouses are significant historically as exceptionally externally complete and hence epitomise well the growth of small secondary industry along lanes within this part of the Capital City Zone during the late 19th century. Aesthetically, these warehouses are highly distinctive as excellent examples of the Victorian-era warehouse typology, evoking the utilitarian function by use of face brick but in a way and architectural form that adds functional ornament and texture to the façade in the combination of stone and brickwork placement.

The companion Hardware Street warehouses, backing onto this pair, have been altered and are indicative only of the former group but provide some streetscape support for the notable Victorian-era warehouse row to the north.

Recommendations

This report recommends that:

- the building and associated land at 4-6 Goldie Place, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in

the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.

- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01⁵⁰.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.
- Consideration could be given to a warehouse Heritage Overlay Area including adjacent Victorian-era warehouse development (see 51-53 Hardware Street with existing HO665 55-57 Hardware Street, and HO667 63-67 Hardware Street, Melbourne).

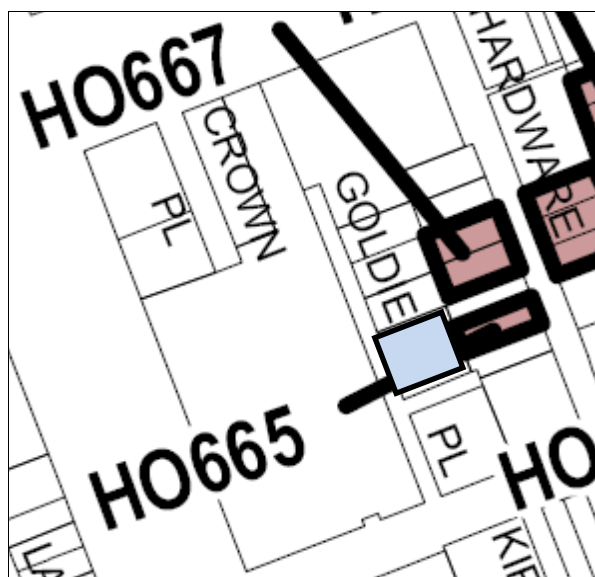


Figure 237 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

⁵⁰ Interiors and trees have not been assessed unless cited otherwise in the place description

General sources

The following data was typically drawn from:

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

Mahlstedt fire insurance plan series:

Mahlstedt fire insurance plan s1910-1940s Plan 13: shows as 3 storey pair in unnamed lane, backs onto Wrights Lane later Hardware Lane: (6) occupier 'Screens & Matts, Cigar makers'

Mahlstedt & Gee 1888: Plan 13: (6) T Booth saddler, (4) part of 3 storey Lt Bourke Street complex TB Power wholesale saddler, (three 3-storey stores in Wrights lane- area dominated by saddlers and horse bazaars such as Kirk's)

Building Permit Application

MCC Building Permit Application (BA): 1887, 2845.

i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Description/Notable Features Notable features include loading doors which appear near original Alterations / Recommendations: New signs (sympathetic), painted bricks. Stone (inappropriate - remove by approved method [note, sympathetic colour now]).

Inspection 2010

Inspection 2010: see 51-53 Hardware Street as backing onto this pair also for Penman & Dalziel - 51 has date 'P&D 1887' (53 has been defaced); adjoining 55-57 Hardware Street is heritage overlay 665.

Victorian Heritage Inventory

4-6 GOLDIE PL, Melbourne

Heritage Inventory (HR) H7822-1252

'1888 - 3 storey building, Saddler 1905 - 3 storey building, Screen & Moss, Cigar Makers.

Archaeological Potential: Potential/Disturbed

51-53 HARDWARE STREET

MELBOURNE, Melbourne City

Heritage Assessment of 4-6 Goldie Place, Melbourne

Heritage Inventory (HI) Number: H7822-1256

Heritage Inventory Description

1839 map - buildings on Lot 16 appear to be along Hardware Street. 1880 Panorama shows buildings along Hardware Street 1887 - warehouse erected for Dalziel & Penman (furniture makers) 1888 - 3 storey building, Lancaster Grease Co. 1905 - 3 storey building

'The Argus':

9 September 1890: 6

SHIPPING DIFFICULTY

COAL FOR THE RAILWAYS.

THE GOVERNMENT TAKE THE

MATTER IN HAND.

INDIAN COAL FOR MELBOURNE....

The principal interest in regard to the strike will for the next few days be centred in Sydney, where the general conference of employers is to be held, but one or two facts of prime importance have to be recorded....

'The work of organisation among the employers is progressing steadily. A meeting of furniture manufacturer was held last night, at which there was a large attendance, ... fifty employers being present. It was unanimously* resolved, on the motion of Mr. Coben (Coben Brothers), seconded by Mr. Fallshaw (Fallshaw Brothers), that the employers should form themselves into a body, to be called the United Furniture Trades Association, and a committee was formed, consisting of Messrs. J. P. Levi, Chuscen, Fallshaw, Gibson (Foy and Gibson), Hartwell, Bell (Richmond), and Dalziel (Penman and Dalziel), It was decided that all the members of the association should be proposed as members of the Employers' Union.

Tuesday 7 January 1896

NEW INSOLVENTS.

Penman and Dalziel, of Wright's lane, Melbourne, furniture manufacturers. Cause of insolvency -being called upon by the City of Melbourne Bank to pay off all overdraft liabilities, £9804 Os. 10d.; assets, £14,200; estimated surplus, £4,183 19s, 2d, RE .Jacomb, assignee.

Saturday 20 August 1904

(Auction)

MAGNIFICENT ART FURNITURE

Made by SVENSSON and PENMAN and DALZIELL Melbourne's Leading Cabinetmakers, Beautiful WALNUT BEDROOM SUITE

6ft wardrobe Duchesse Pair, with Side Swing Mirrors, Commode, Two Chairs and Towel Rail

Solid 6ft 6in WALNUT SIDEBOARD

With Long Bevelled Mirror Back, and Finely

Carved

GRAND 10ft SOLID WALNUT EXTENSION

DINING TABLE

The Above All Made by Svensson...

Splendid Carved Walnut Dining Suite of Nine

Pieces in the Best Morocco Leather

ELEGANT WALNUT LADY'S WRITING TABLE

PRETTY WALNUT OCCASIONAL TABLE

Japanese Pattern

Solid Walnut REVOLVING BOOKCASE

Very Neat SOLID WALNUT HALLOWSTAND and

Two Chairs to Match

The Above All Made by Penman and Dalziel

Victoria & Its Metropolis

Sutherland, Victoria & Its Metropolis: V2: 597 Wm John Dalziel biog.

Sands & McDougall Melbourne or Victorian Directories

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

D1893 Goldie Alley (off 400 Lt Bourke Street Thomas Power saddler, ironmger)

Carpenter, Samuel farrier

Wragge, vet surgeon

Nicholls, R vet surgeon

vacant

(Wrights lane- Penman & Dalziel

6 Beaupin, L., & Co, importers hairdressers' sundries

7 Vacant

8 Penman & Dalziel, furniture manufacturers

3 Harry, E. C., & Co, saddlers' ironmongers

Little Bourke St)

D1900 Goldie Alley (off 400 Lt Bourke Street Thomas Power saddler, ironmger)

(Eyton/Gutheridge)

4 Screen & Moss cigar importers and manuf.

Booth, Thomas saddle manufacts

Willis & Co, locksmith and safe manuf.

(Wrights lane

1 Penman & Dalziel, furniture manufacturers

3 Harry, E. C., & Co, saddlers' ironmongers, etc)

D1905 Goldie Alley (off 400 Lt Bourke St)

(Hawkins/Barry)

- Kozequilt Manufacturing Ltd. quilt manufacturers

4 Screen & Moss cigar importers and manuf..

D1910 Goldie Alley

- Orford & Orford clothing manufacts.

6 Screen & Moss cigar importers and manuf..

D1915 Goldie Alley

- Hilton Press printers

6 Screen & Moss cigar importers and manuf..

D1920 Goldie Alley

Heritage Assessment of 4-6 Goldie Place, Melbourne

4 Hilton Press printers
6 Tytherleigh, George printer
Wright, Richard farrier

D1924
4 Gillman, Abraham cloth manuf.
4 White, Joseph knitting factory
6 Tytherleigh, George printer
6 Pierce, Alfred S newspaper linotyper

Municipal rate records

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

No search carried out.

Relevant thematic history extract

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

Lewis, Miles and others (1994) *Melbourne- the City's history and development*: 63

4.3 BOOM AND BUST

CITY ECONOMY...

'Between 1861 and 1891 Melbourne's population quadrupled, and the high rate of household formation encouraged massive suburban development, culminating in the land boom. The city centre benefited from the concentration of financial institutions catering not only to Victoria but to much of Australia.

Melbourne wholesale merchants also serviced intercolonial areas, like the Riverina of New South Wales, and the newly opened tracts of Queensland ...'

Lewis: 67

'In other respects the distribution of uses in the central city remained much as before. The banks had occupied Collins Street in the 1840s, and had consolidated there from the mid-1850s onward. By the 1880s all but one of the twelve banks had their headquarters in the street. 44 There were now some more specialised nodes of activity like the retail furniture trade in Bourke Street West, the softgoods merchants between Russell and Elizabeth Streets, and the hardware dealers in Little Collins Street, near Spencer Street. Davison has demonstrated this clustering of activities in map form. 45 The theatres and dance halls were in Bourke Street, and the brothels were in Stephen (Exhibition) Street ...By the 1880s the industries which had occupied the north bank of the Yarra were moving to the south bank, but a new concentration had developed in the west end of the city, especially about La Trobe and Lonsdale St.'

Lewis: 92

'The City Beautiful: City Economy

Despite everything Melbourne remained the financial centre of Australia.. Melbourne's role was guaranteed as a supplier of many goods to the Victorian hinterland and a very large proportion of goods to the metropolitan area... the centre retained a strong hold on much of the wholesale market..'

Lewis: 9

'In the heart of Melbourne these economic phases have been laid one over another, each transforming though not totally obscuring its predecessor. Hardly anything survives of the pastoral period. A number of structures remain from the gold period but they are small and have lost their context. A very much stronger imprint remains of the industries established between 1860 and 1890, especially in areas like clothing and footwear, though less in the cases of coach building, ironmongery, woodworking and so on.

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained, as confirmed by the 1993 and 2002 reviews.

Selected Capital City Zone late Victorian-era warehouses of differing styles:

Street Number Name Date Architect

- Little Collins Street 392-396 Briscoe & Co warehouse 1882-3 Twentyman & Askew
- King Street 115-129 Union Bond Melbourne Storage Company Ltd 1882-3 Crouch & Wilson
- King Street 42-44 Gladstone Chambers 1883
- Flinders Street 130-132 Schuhkraft & Co warehouse, later AHA House 1885-1886 Ellerker, W H
- Patrick Street 19-23 1885c Barnet, Nahum ?
- Flinders Lane 302-306 Leicester House 1886-Crouch, T J
- Little Bourke Street 365-367 Warburton's shops & warehouse 1887 Twentyman & Askew
- Niagara Lane 25-31 1887 Evans, George De Lacy
- Lonsdale Street 189-191 Shops & Workshops 1887
- Heape Court (rear 359 Lt. Lons) - 1887 Twentyman & Askew
- King Street (rear of) 22-24 Zander Bond Store, Block C 1887
- Goldie Place 4-6 Penman & Dalziel's warehouse group, part 1887-1888 Dunn, Alfred
- Little Bourke Street 112-114 Sum Kum Lee General Store 1888 Evans, George de Lacy
- Lonsdale Street 76-78 1888 Hitchcock, Norman
- William Street 259 Spiers and Crawford, warehouse 1889 Barnet, Nahum
- Hardware Street 63-77 Dynons Buildings 1889 Pitt, William
- Lonsdale Street 377-379 1889
- McKillop Street 16-22 1889
- King Street 310-316 1889 Beswicke, John
- Collins Street 497-503 Rialto, The (former) 1889-90 Pitt, William
- Timothy Lane - EZ Industries 1889c
- Selected Capital City Zone places designed by Dunn:
- ARCHITECT NAME NUMBER STREET DATE

- Dunn, Alfred Penman & Dalziel's warehouse group, part 4-6 Goldie Place 1887-1888
- Tayler, Lloyd & Dunn, Alfred Commercial Bank of Australia (Dome & Chamber) 335-339 Collins Street 1891-93

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 4-6 Goldie Place was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **B** on an A-F individual building scale and a streetscape level of 3 (scale of 1-3).

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

History

John William Dalziel sailed from Liverpool to Melbourne in 1862, joining Penman 17 years later in a furniture making business located in Lonsdale Street West. The firm won recognition at the Indian and Colonial Exhibition, held in London during 1886, and completed new premises in Post Office Place in the following year. These five warehouses, two in Goldie Place and three in Hardware Street (back to back) were erected by 1888, replacing Post Office Place as the firm's primary address. The architect was the prolific and gifted church designer, Alfred Dunn, and the builders, William Thomas Hosking & Sons.

John Penman Jnr had also commenced a furniture manufactory by c1900 but the original firm had left these premises within the next ten years. Instead, Alex Harrison, saddler; William Riddell and George Walker, book binders; occupied the Hardware Street (formerly Wright's Lane) Stores. In Goldie Alley, Thomas Booth had always been the tenant of number 6 and Screen & Moss, cigar manufacturers appear to have occupied number 4 since the early 1890s. Prior to that J Gregg, a hat maker, may have been there.

By c1920 the Hilton Press were in the Goldie Place frontage, furthering the gradual change in the area from sale of hardware and related products, to occupation by the printing industry. After the next ten years, Murray & Williams and Thomas Cook sold saddlery and leather goods from amongst the bookbinders in Hardware Street and, in Goldie Lane, the Tytherleigh Press continued occupation of

number six and P E Hambly, printer, was in four.

Description

Erected in a traditional, medieval character, gabled and parapeted form, these stores express their age by the wall materials chosen (brick) rather than any other aspect. Symmetrical arched openings, two windows each side of a landing door, with presumed cathead above, comprise the fenestration with the only ornamentation being arch keystones, architrave and impost mouldings and the label mould following the parapet.

External Integrity

Surprisingly externally complete in Goldie Place, except for painting of the brickwork, but in Hardware Street most openings have been rebuilt and the facade stuccoed: only the shaped parapet on 55 indicates the connection with the Goldie Place stores, the parapet on number 57 having been part removed. Number 51-3 Hardware Street has been defaced and now possesses only a similar scale.

Streetscape

Both groups are sited in a narrow, formerly confined lane, (Goldie Place now exposed on one side by redevelopment), the building type and form suits its location but, in Goldie Place, relates only vaguely with the 1920s warehouses and factories nearby. However, in Hardware Street where the altered buildings of the group exist, the adjoining warehouse row to the north is both similar and notable and provides an indication of their original form.

Significance

The Goldie Place buildings are exceptionally externally complete warehouses which epitomize the growth of secondary industry in this part of the C.A.D. during the late 19th Century. However those in Hardware Street are indicative only of the former group and provide some streetscape support for the notable warehouse row to the north.

Central City Heritage Study Review 1993

The building at 4-6 Goldie Place was assessed in this review and graded B on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of

potential individual heritage merit in the Capital City Zone but outside of the heritage overlay⁵¹. The building at 4-6 Goldie Place was assessed in this review and graded **B** on an A-E individual building scale.

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

No citation provided.

Other heritage listings

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

⁵¹ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

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



Figure 238 106-112 Hardware Street, with atrium on north



Figure 239 106-112 Hardware Street, ground level

Historical associations with persons or events

Creation or major development date: 1889

Major owners or occupiers: Throssell, Frederick maltster

Designer(s): Wharton, George?

Builder(s): Nott, Charles

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985⁵²: A,B,C,D,E,F): **C-B**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993⁵³: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985⁵⁴: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

In May 1889 builder Charles Nott, of Grandview Ave, Prahran applied to erect these two stores in what was then called Burns Lane for Frederick Throssell. Throssell (of Throssell & Tankard) was a maltster who resided in a 'gentlemen's villa', Sorrett in Sorrett Avenue, Malvern, and owned a brewery in Prahran. The designer was probably George Wharton who had carried out works for Throssell in the City of Melbourne at that time and at his Prahran brewery. After his death in 1908 this property was sold as part of an extensive

⁵² Referenced in the Melbourne Planning Scheme clause 22.04

⁵³ Referenced in the Melbourne Planning Scheme clause 22.04

⁵⁴ Referenced in the Melbourne Planning Scheme clause 22.04

portfolio and was described as '2 Four-Storey Brick STORES, with Basements Land 49ft. 11 in. x 57ft. 3in. Rentals, £260 and rates'.

Later occupiers of these warehouses included Sun Electrics Co Pty. Ltd. bulk store in the 1940s; Hawkes Bros Pty. Ltd. hardware merchants 1910s-30s; Walter Emery hardware importer; S Cohen & Sons & Co hardware merchants, bulk store, from the Victorian and Edwardian-eras; and the National Cigarette Co Pty. Ltd. around 1900. The emphasis on hardware was typical for that part of the city, yielding one street name (Hardware Lane, former Wrights Lane), and originally emanating from proximity to the vast Kirk's Horse Bazaar where carriage and horse fittings were needed as well as saddlery.

George Wharton designed a number of brewing related structures such as the notable c1882 Victoria Brewery brewing tower (Victorian Heritage Register) and other key buildings like the 1886 Melbourne Savings Bank Carlton Branch (Former) Elgin Street, the Uniting Church at Highbury Grove, Kew 1882-3; St Columb's Hawthorn Anglican Church 1882-3; and the significant See Yup Joss House 1866 (Victorian Heritage Register).

These two parapeted and gabled brick stores have recently been gutted and integrated into an unrelated adjoining development but the glass atrium link allows visibility of their former north wall. All glazing and loading door joinery has been replaced but restoration options exist using 1985 images of the stores which show them at a high integrity.

Nevertheless their street façade is an impressive combination of rugged quarry-faced basalt plinth and two colour brickwork reds, cream) with a succession of arch forms up the elevation, full arched to segmental and then flat-arched at the top. The four-storey height of the stores is uncommon for their frontage width and lane location.

How is it significant?

Throstle's stores are significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

Although altered externally in detail Throstle's stores remain significant historically as exemplars of warehouses sited close to what was then the hardware merchandising centre of Melbourne town, near the mammoth Kirk's Horse Bazaar.

Aesthetically the stores provide an uncommon combination of building height and siting as well as an impressive juxta-positioning of rugged quarry-faced basalt (plinth) and two colour brickwork (red, cream) with a well-chosen

succession of window arch forms ascending the elevation.

Recommendations

This report recommends that:

- the building and associated land at 106-112 Hardware Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01⁵⁵.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.



Figure 240 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

⁵⁵ Interiors and trees have not been assessed unless cited otherwise in the place description

Recommended for the Victorian Heritage Register? No.

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

i-Heritage

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Description/Notable Features Notable features include unpainted brickwork; high integrity for use; loading doors and catheads complete. (see also 63-77 Hardware St) Note windows reglazed since survey.

Building Permit Application (BPA):

MCC Building Permit Application 29 May 1889
3914, £6/6/- 2 stores, B- Charles Nott Grandview Ave, Prahran, O- Frederick Throssell

(see 1889, 3797; Burns Lane 23/10/1889 4182 Burns Lane, off Lonsdale 'warehouse' £3/3/- for J Dynon & Company Wm Pitt, Cockram)

Mahlstedt fire insurance plan series:

Mahlstedt Plan 13 1910-1940s: shows as two 4-storey warehouses in Burns Lane each with lift an north street entry, off north side Lonsdale St

north of pair: W Emery, hardware merchant

south of pair: S Cohen iron merchant

Australian Architecture Index (AAI):

(Throssell)

George Wharton.

Tenders wanted for alterations to malting house for Messrs. Throssell & Tankard, Prahran. Argus 20.1.1877, p 10

George Wharton.

Tenders wanted for enlarging kiln and malting house in Chapel Street, for Messrs. Throssell and Tankard. Argus 17.1.1881, p 3

Victorian Titles Office

VTO: TRANSFER OF LAND

Application 22948 (Hoare, 1889):

CA4/29 North Melbourne

(See also application 10852)

Mason (grantee) to Nicol

- 1849 Gilbert Nicol to Michael Hoare £58/15/- land 50'x56'.
- 1886-7 MH to Sarah Cozens £1450.

Australia Death Index 1787-1985:

Name: Sarah Cozens

Death Place: Brighton, Victoria

Age: 74

Father's name: Stark Jno

Mother's name: Sarah Choron

Registration Year: 1890

Registration Place: Victoria

Registration Number: 642)

Name: Michael Hoare

Death Place: Melton, Victoria

Age: 77

Father's name: Michael

Mother's name: Julia McNamara

Registration Year: 1888

Registration Place: Victoria

Registration Number: 10612)

Australia Death Index, 1787-1985
about Frederic Throssell

Name: Frederic Throssell

Death Place: Malvern, Victoria

Age: 74

Father's name: Throssell Jno

Mother's name: Sarah Kingsley

Registration Year: 1908

Registration Place: Victoria

Registration Number: 10386

'The Argus':

Friday 1 January 1886

Tankard, maltsters of Flinders Lane partnership dissolved to become Throssell & Tankard.

'The Argus': 19/7/1887

TRANSFER OF LAND STATUTE 22948..

MICHAEL HOARE

the elder of Melton in the county of Bourke, farmer, has applied to bring the land described

Dated 16th day of July 1887

Heritage Assessment of 106-112 Hardware Street, Melbourne

LAND ..Part of Crown allotment 4, section 20 City of Melbourne parish of North Melbourne, County of Bourke, commencing on the eastern side of Burns lane 132 feet 11 inches north-westerly from the northern side of Lonsdale street, thence north-easterly .. 57 feet 3.1/2. inches north westerly along allotment 5 49 feet 3.1/4. inches south westerly 57 feet 3 inches and south easterly along Burns lane 49 feet 11 inches to the commencing point

H C. A HARRISON,

Deputy Registrar of Titles

J Woolf, 20 Market St...solicitor for the applicant

Tuesday 6 November 1888

Michael Hoare clerk of works of Faraday Street Carlton probate granted from will of late Michael Heany

'The Argus': Saturday 1 December 1888

Melton clearing sale of stock, furniture, farm implements of late Michael Hoare.

'The Argus':

Thursday 11 April 1889

Letter from Mr F Throssell travelling through North America with focus on much better food or perishables transportation there than in the colony by use of refrigerated stores and vans. Hence availability of fruits out of season all over America .

Saturday 16 March 1889

Wharton has returned to Melbourne

Saturday 4 May 1889

Mr GEORGE WHARTON architect having this day ADMITTED his chief assistant Mr E. V. DOWN into PARTNERSHIP, the business will in future be carried on under the title of Wharton and Down architects, 176 Collins street Dated this 1st day of May, 1889

Friday 30 August 1889, 27 July 1889

'To let Warehouse in Burns-lane, off Lonsdale St.. Five flats with hydraulic lift each floor, well lighted, F Throssell, South Malvern' (only building of this scale shown in 1910 plan)

(Wednesday 30 October 1889

STORE to let, five flats, Wrights lane, off Lonsdale street west near Elizabeth street Apply John Dynon and Sons Lonsdale street..?)

Saturday 30 August 1890

APPRENTICE wanted stained glass works Chas Rogers and Co Burns lane Lonsdale St. W

Thursday 25 May 1893

Fred Throssell attends Governors Levee by invitation. 'The levee held by His Excellency the Governor in the morning at Government house was attended by a smaller number of gentlemen than usual -the customary arrangements were observed in connection with the vice regal function..'

Thursday 15 October 1908

Sale of Throssell estate - list of holdings Sorrett 11 room gentlemen's villa.

'EXECUTORS' REALISING SALE RESIDENCU and INVESTMENTS Estate of Late Frederick Throssell

Lot 1.

MALVERN, SORRETT, SORRETT AVENUE

GENTLEMAN'S SUBSTANTIAL and COMMO DIOUS Brick YILLA, 11 Rooms Stabling, Beautiful Grounds, II Acres 2 Roods 25 Perches, Splendid Subdivisional Block Extensive Frontage to Spring road on East Side.

Lot 2

MELBOURNE, 491, 495 FLINDERS-LANE -Two

2- story Bluestone STORES, land ... Rentals, £240 p a. and rates

Lot 3

MELBOURNE, 285-7-9 LITTLE LONSDALE

STREET.-Two Brick Workshops and Two Story Shop and Dwelling. Land ...

.ALONG BURNS-LANE

lot 3 A. (At Rear of Lot .1)

MELBOURNE, 30 BURNS LANE - Old Brick and . W B. Stables, Sheds, WEATHERBOARD. Paint Shop Land

... or thereabouts, along a right-of way.

...

Lot 4.

MELBOURNE. 24, 26 BURNS LANF -2 Four-Story

Brick STORES, with Basements Land 49ft. 11in. x 57ft. 3in. Rentals, £260 and rates

Lot 5..

MFLBOURXE. 1 THERY STREET.CORNER VICTORIA-STHEET -2-Storey Brick. STORE, Brick , Office, G I. and Wooden Workshop, and Chimney Stack. ... Rental, £140 per annum and rates

Lot 6

PORT MELBOURNE.-5 ACRES, Manufacturing Site, off Williamstown-road, at Rear of Taylor's

Pipe Works

Sands & McDougall Melbourne or Victorian Directories

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

D1944 106-112

Harrison, McDonald & Co hardware merchants Coulson, Robert manuf. agent Sun Electrics Co Pty. Ltd. bulk store

D1939 106-112 Sun Electrics Co Pty. Ltd. bulk store

Heritage Assessment of 106-112 Hardware Street, Melbourne

D1935 106-112 Hawkes Bros Pty. Ltd. hardware merchants

D1930 106-112 Hawkes Bros Pty. Ltd. hardware merchants

D1924 (Burn lane east side) 24-26 Hawkes Bros Pty. Ltd. hardware merchants

D1920 (Burn lane) livery stable adjoining
24 Hawkes Bros Pty. Ltd. hardware merchants
26 Emery, Walter hardware importer

D1915 (Burn lane) livery stable adjoining
24 Hawkes Bros Pty. Ltd. hardware merchants
26 Emery, Walter hardware importer

D1910 (Burn lane)
24 Cohen, S & Sons & Co hardware merchants bulk store
26 Emery, Walter hardware importer

D1905 Burns Lne in Lonsdale St, 26 Emery, Walter hardware importer
30 Neumann, CR, coach builder painting room

(D1904 Throssell, Fredk. W., maltster, 15 Lit Flinders St; p.r. "Sorrett," Sorrett-av, Malv.)

D1904 Burns lane 26 Emery, Walter hardware importer, 28 Cohen, S Sons & Co bulk store.

D1900 26-28 National Cigarette Co Pty. Ltd. Theo G Howe, managing director

D1893 shows Burns Lane between 394 and 392- no listing. (also at 389-393 Lt Lonsdale) - alphabetical has Cohen, S., Sons & Co (Buckhotz, L.; Cohen, J. A.), wholesale ironmongers, 380 Lonsdale-St; no Emery as ironmonger or near site; has 408 Lonsdale Street Dynon, J., & Sons, importers china, glass &fcygd and 407 Lt Lonsdale Dynon, J., & Sons, importers)

(D1893 Throssell, Frederick, Sorrett-av, Malv.)

(D1893: Cozens
COZENS & HARVEY (Cozens , T.; Harvey, George), wholesale and retail ironmongers, 225 and 227 Elizabeth -St. Tel Nos-915 eta
916 Wholesale
Cozens, James , Patti-St, Ment.
Cozens, Mrs Ann J., dressmaker, I Gertrude-St, F.
Cozens, Thos. (Cozens & Harvey), Hampton-St, N. Btn.
Cozens, Thomas, Warriston- St, Bin.
Cozens, W., dairyman, 697 Sydney-rd, Bk.)

Municipal rate records

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

MCC rate Books

VPRS 5780 Microfiche

Hardware Street 106-112– City of Melbourne – Bourke Ward

Date Rate no Occupier Owner Description Nav
1900

- 1258 National Cigarette Co ltd Fredrick Throssell 26 Burns Lane, Bk. store 24 x 50 80
 - 1259 Cohen sons & Co Fredrick Throssell Burns Lane, Bk. store 24 x 50 80
 - 1260 Bridget Bradley Harry Emmeston Brick house 3 rooms 21 x 27 10
 - 1261 John Mahoney Harry Emmeston Brick house 3 rooms 21 x 27 10
 - 1262 James Henry Thomson John Dynon Brick store 4 flats 24 x 54 44
- 1890
- 1278 Blank Fredrick Throssell Brick store 5 flats 250
 - 1279 Blank Fredrick Throssell Brick store 5 flats 250

Relevant thematic history extract

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

Lewis, Miles and others (1994) *Melbourne- the City's history and development*: 63

4.3 BOOM AND BUST

CITY ECONOMY...

'Between 1861 and 1891 Melbourne's population quadrupled, and the high rate of household formation encouraged massive suburban development, culminating in the land boom. The city centre benefited from the concentration of financial institutions catering not only to Victoria but to much of Australia.

Melbourne wholesale merchants also serviced intercolonial areas, like the Riverina of New South Wales, and the newly opened tracts of Queensland ...'

Lewis: 66-67

4.5 BOOM AND BUST

TOWN PLANNING

'In other respects the distribution of uses in the central city remained much as before. The banks had occupied Collins Street in the 1840s, and had consolidated there from the mid-1850s onward. By the 1880s all but one of the twelve banks had their headquarters in the street. 44 There were now some more specialised nodes of activity like the retail furniture trade in Bourke Street West, the softgoods merchants between Russell and Elizabeth Streets, and the hardware dealers in Little Collins Street, near Spencer Street. Davison has demonstrated this clustering of activities in map form. 45 The theatres and dance halls were in Bourke Street, and the brothels were in Stephen (Exhibition) Street ...By the 1880s the industries which had occupied the north bank of the Yarra were moving to the south bank, but a new concentration had developed in the west end of the city, especially about La Trobe and Lonsdale St.'

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THE CITY BEAUTIFUL: CITY ECONOMY

Despite everything Melbourne remained the financial centre of Australia.. Melbourne's role was guaranteed as a supplier of many goods to the Victorian hinterland and a very large proportion of goods to the metropolitan area... the centre retained a strong hold on much of the wholesale market...'

Lewis: 9

INTRODUCTION

'In the heart of Melbourne these economic phases have been laid one over another, each transforming though not totally obscuring its predecessor. Hardly anything survives of the pastoral period. A number of structures remain from the gold period but they are small and have lost their context. A very much stronger imprint remains of the industries established between 1860 and 1890, especially in areas like clothing and footwear, though less in the cases of coach building, ironmongery, woodworking and so on.

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained as confirmed by the 1993 and 2002 reviews.

Selected late Victorian-era Capital City Zone warehouses:

Street Number Name Date

- Flinders Street 130-132 Schuhkraft & Co warehouse, later AHA House 1885-1886
- Patrick Street 19-23 1885c
- Flinders Lane 302-306 Leicester House 1886 Little Bourke Street 365-367 Warburton's shops & warehouses 1887
- Niagara Lane 25-31 Marks' warehouses 1887
- Lonsdale Street 189-191 Shops & Workshops 1887
- Heape Court (rear 359 Lt. Lons) - 1887
- King Street (rear of) 22-24 Zander Bond Store, Block C 1887
- Goldie Place 4-6 Penman & Dalziel's warehouse group, part 1887-1888
- Little Bourke Street 112-114 Sum Kum Lee General Store 1888
- Lonsdale Street 76-78 1888
- King Street 310-316 1889
- William Street 259 Spier and Crawford, warehouse 1889
- Hardware Street 63-77 Dynons Buildings 1889
- Lonsdale Street 377-379 1889
- McKillop Street 16-22 1889
- Little Bourke Street 362-364 Marks' warehouse 1889
- Collins Street 497-503 Rialto, The (former) 1889-90
- Timothy Lane - EZ Industries 1889c

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 106-112 Hardware Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C-B** on an A-F individual building scale and a streetscape level of (scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 106-112 Hardware Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay⁵⁶. The building at 106-112 Hardware Street was assessed in this review and graded **B-C** on an A-E individual building scale.

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

No citation provided.

Other heritage listings

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

⁵⁶ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

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



Figure 241 12-20 King Street



Figure 242 rear on Highland Lane with adjoining warehouse

Historical associations with persons or events

Creation or major development date: 1916-1917, 1928

Major owners or occupiers: Barrow Brothers (John William and Herbert Thomas); Western District Co-Operative Producers & Insurance Co. Ltd; Osborne, William

Designer(s): Cowper, Christopher

Builder(s): Chaplin, Harry

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985⁵⁷: A,B,C,D,E,F): **C 2**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993⁵⁸: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985⁵⁹: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

Barrow Brothers (John William and Herbert Thomas), dairy and produce merchants were the first owner-occupiers of this two level brick showroom, warehouse and basement, built at the front and side of their existing stores facing King Street and Highlander Lane. The architect was Christopher Cowper, a designer who has achieved more fame from residential than commercial work. The builder was Harry Chaplin of Balwyn and the estimated cost £4000.

⁵⁷ Referenced in the Melbourne Planning Scheme clause 22.04

⁵⁸ Referenced in the Melbourne Planning Scheme clause 22.04

⁵⁹ Referenced in the Melbourne Planning Scheme clause 22.04

The application drawings show a cart way or carriageway on the north side leading to a cage-lined "fowl sale yard" at the rear, past a series of stores (some new, some existing), the front office area and the meat and butter sale rooms behind. Upstairs and in the basement, there were two main storage areas. The internal structural frame and floor were mainly timber. The Barrow premises also served the Country Butter Manufacturers Association, Mark Smith and Fawcett & Co. carriers, and a shipping provedore, R A Colenso.

A matching new 2 level brick store was added for the Western District Co-Operative Producers & Insurance Co. Ltd. at the rear of the 1917 wing to the design of Twentyman & Askew in 1928. Old stone and brick stores were replaced to complete a major renewal of the building complex. The cost was estimated at £8000 and the builder, Hansen & Yuncken Pty Ltd..

Apart from the Western District Co-Operative Producers & Insurance Co. Ltd. occupiers in the 1930s included W S Carson's sporting goods warehouse and Scott Garrard & Co. with the powdered milk maker, Twyford of Australia.

William Osborne as managing director of the Western District Co-Operative Producers & Insurance Co. Ltd. was an important figure in primary production marketing within Australia. The *Australian Dictionary of Biography* provides the following:

'...In June 1904 Osborne accepted an invitation to the precarious position of foundation manager of the Western District Cooperative Produce Co....

Osborne established new company premises in King Street, Melbourne. To provide cheaper and better boxes he set up a co-operative box-making industry, and to lower premiums established a co-operative insurance company. He was a central figure in the founding of the Western and Murray Co-operative Bacon Co. To help stabilize the pig industry. In 1913, during a rest-cure trip to England, he could not resist seeking new market outlets and preparing British producer organizations to confront the peril of margarine. During World War I Osborne was a member of the Commonwealth Dairy Produce Pool Committee, and was prominent in securing prices for Australian butter comparable to those of the preferred Danish product. He was a member of the Dairy Export Board and the Australian Overseas Transport Association.'

Comprising two storeys and basement with a facade of face brick and rendered details, the building is in the Edwardian Baroque style. The symmetrical composition consists of three boldly

modelled pavilion forms linked by two simple intervening bays. The central pavilion of the facade has a gabled pediment, adorned at the upper levels, with a cornucopia device and wreath within the tympanum providing a visual link to the primary produce marketed by the firm. A segmentally arched pediment set on consoles above the main entry is bold and stylish.

The Barrow Brothers warehouse aligns with earlier stone and rendered warehouses along King Street and Highlander Lane to provide a remarkable collection of structures from different eras of primary produce marketing and storage.

The original carriageway has been absorbed into the main body of the building, the ground floor window joinery has been modified and the rear store windows replaced or blocked but the building retains its early form, face brickwork and a wealth of rendered detail.

A late Victorian-era austere and vast three-level brick warehouse is adjoining (part of 22-24 King St) set hard onto the rear stone lane with loading doors. This and the former Barrow building provide for a distinctive warehouse streetscape in the lane.

How is it significant?

Barrow Brothers warehouse is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

Barrow Brothers warehouse is historically significant as a near externally complete, if stylistically conservative, warehouse and office building which has been long associated with the marketing of primary produce and particularly of the once prominent firm, Barrow Brothers and the Western District Co-Operative Producers & Insurance Co. Ltd whose manager William Osborne used this premises as the foundation of a nationally important enterprise.

Aesthetically the building offers a stylistic variation within the City warehouse idiom and complements the notable earlier warehouses in King Street, both in use and in general form, detail and finish.

Recommendations

This report recommends that:

- the building and associated land at 12-20 King Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in

the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.

- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01⁶⁰.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

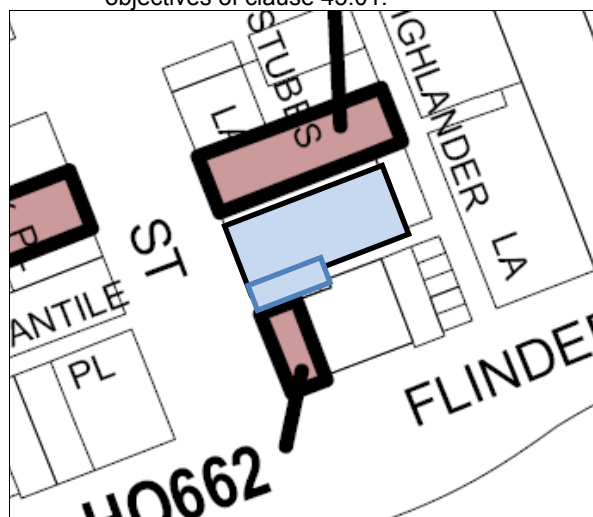


Figure 243 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;

⁶⁰ Interiors and trees have not been assessed unless cited otherwise in the place description

i-Heritage

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Alterations / Recommendations: Bricks painted (inappropriate - remove by approved method), air units added (inappropriate - remove or reinstate sympathetic alternative). References: Building Permit Application 10504; D1918-40;

Building Permit Application

MCC Building Permit Application (BA): 1917, 346 (drawings copy held)



Figure 244 Building Permit Application 1917 King Street elevation (VPRO)

Australian Dictionary of Biography

L. Lomas, 'Osborne, Henry William (Harry) (1865 - 1936)', *Australian Dictionary of Biography*, Volume 11, Melbourne University Press, 1988, pp 102-103.

'OSBORNE, HENRY WILLIAM (1865-1936), journalist and co-operatives organizer, was born on 5 September 1865 at Opossum Gully between Amherst and Maryborough, Victoria, son of Henry William Osborne, law clerk turned miner, and his wife Louisa Sarah, née Dibbing, both English born. Tiring of a miner's life his father moved to St Arnaud to become a store bookkeeper and legal manager of several mines. Harry was educated at St Arnaud State School and, in an uncomfortable attempt to respect his father's wishes, briefly tried student-teaching at Stawell. He became an apprentice journalist on the St Arnaud Times and took

night classes in English, Latin and French to improve his writing. In 1886 he worked on a newspaper at Echuca then moved to Warrnambool as junior reporter on the Standard. Through his work Harry immersed himself in the life of the community: on the one day he would produce a leading article on current events, agricultural notes by 'Agricola', sporting notes by 'Mentor' and a ladies' letter by 'Constance'. On 9 September 1896 he married Elizabeth Emma Cassady, a nurse, at St Peter's Church, Woodford.

Although the Standard was ultra-conservative and he was also district correspondent for the Melbourne Argus, politically Harry was a liberal, a committed supporter of Alfred Deakin. He was twice president of the Warrnambool branch of the Australian Natives' Association. In 1899 he became Warrnambool shire secretary.

The successful application of cream separating and refrigeration techniques to the export butter trade had stimulated a rapid expansion in dairy farming in the 1890s. Butter factories, usually organized as farmers' co-operatives, sprang up in most country towns and with them a small army of agents and merchants. In June 1904 Osborne accepted an invitation to the precarious position of foundation manager of the Western District Cooperative Produce Co.

Committed to the principles of co-operation, Osborne, who had written many newspaper articles in support, was now confronted by implacable opposition from established proprietary companies. He established the company's headquarters in Melbourne but travelled around the dairying towns preventing breakaway moves and urging factories to join the co-operative. Within two years 90 per cent of Western District butter was marketed co-operatively. Three proprietary firms had ceased trading, the Glenormiston Co. had become shareholders and the Gippsland and Northern Cooperative Produce Co. had been established to spread co-operative marketing to east and north Victoria.

Osborne established new company premises in King Street, Melbourne. To provide cheaper and better boxes he set up a co-operative box-making industry, and to lower premiums established a co-operative insurance company. He was a central figure in the founding of the Western and Murray Co-operative Bacon Co. to help stabilize the pig industry. In 1913, during a rest-cure trip to England, he could not resist seeking new market outlets and preparing British producer organizations to confront the peril of margarine. During World War I Osborne was a member of the Commonwealth Dairy Produce Pool Committee, and was prominent in securing prices for Australian butter comparable to those of the preferred Danish product. He was a member of the Dairy Export Board and the Australian Overseas Transport Association.

In the mid-1920s dairy farming was threatened by a price collapse of export butter. When Thomas Paterson, Federal Country Party member for Gippsland, proposed a levy on locally consumed butter to subsidize low export returns, Osborne threw the weight of his prestige with farmers behind the plan, which when implemented in 1925 kept many farmers on their land through the Depression years.

Though his health was suspect, he attended the Imperial Economic Conference at Ottawa in 1932 to represent Australian primary industry and worked strenuously with S. M. (Viscount) Bruce and (Sir) Henry Gullett to negotiate desperately needed trade preferences with Britain. Exhausted, Osborne collapsed and had to recuperate in a hospital in England.

Having established branches in all States and an office in London, Osborne retired as general manager of his co-operative company in 1936. His *Memories: the Story of the Career of Harry W. Osborne* was published in 1939 by the Terang Express. He died of coronary vascular disease at Malvern, Melbourne, on 20 October 1936 and was buried in Burwood cemetery. His funeral was attended by representatives of business houses connected with primary production, shipping companies and government boards as well as by fellow members of the Peninsula Golf, Melbourne Cricket, Athenaeum and Rotary clubs. A son and a daughter survived him. '

Sands & McDougall Melbourne or Victorian Directories

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

(D1900 522 Little Collins-St Barrow Brothers produce salesmen

(D1904 BARROW BROTHERS. Tel No 1562

auctioneers, dairy produce salesmen, commission and export agents, 522 Little Collins-St)

(D1910 522 Little Collins-St Barrow Bros dairy produce merchs. And comm. Agents)

(D1915 522-532 Little Collins-St Barrow Bros dairy produce merchs. And comm. Agents)

D1920-1924 12-20 Barrow Bros dairy and produce agents

D1930-35 14-20 Western District Co-op Produce & Ins Co Ltd

D1939 14-20 Western District Co-op Produce & Ins Co Ltd dairy produce merchants wholesale

Trufood of Australia powdered milk manuf.

Municipal rate records

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

No search carried out.

Relevant thematic history extract

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the

City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) Melbourne- the City's history and development: 63

4.3 BOOM AND BUST

CITY ECONOMY...

'Victoria, like the other Australian colonies, relied on exporting primary products and importing capital, and Melbourne had no heavy industry base to compare with cities like Manchester. It did however have some heavy industries like engineering and iron founding, which were to a large degree ancillary to the mining and transport industries. It also had a considerable number of factories making foodstuffs, softgoods, clothing and footwear, both for local consumption and for export to the neighbouring colonies....'

'Between 1861 and 1891 Melbourne's population quadrupled,

and the high rate of household formation encouraged massive suburban development, culminating in the land boom. The city centre benefited from the concentration of financial institutions catering not only to Victoria but to much of Australia.

Melbourne wholesale merchants also serviced intercolonial areas, like the Riverina of New South Wales, and the newly opened tracts of Queensland ...'

Lewis: 92

'THE CITY BEAUTIFUL: CITY ECONOMY...

Despite everything Melbourne remained the financial centre of Australia.. Melbourne's role was guaranteed as a supplier of many goods to the Victorian hinterland and a very large proportion of goods to the metropolitan area... the centre retained a strong hold on much of the wholesale market.. '

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained, as confirmed by the 1993 and 2002 reviews.

Selected Cowper designs within the Capital City Zone :

Architect Name Number Street Date

- Cowper, Christopher Barrow Brothers warehouse 12-20 King Street 1917
- Cowper, Christopher Chancery House 483-489 Bourke Street 1928
- Cowper, Christopher ? Melbourne School of Decoration 295-299 King Street 1915c

Selected warehouses from a similar era in date order:

Street Number Name Date Architect

- Lonsdale Street 117-121 Taxi Cab Company Pty Ltd Motor Garage 1910c

- Flinders Lane 164-170 Richard Allen & Sons Pty. Ltd. 1910c Bates Peebles & Smart ?
- Flinders Lane 161-163 1910c
- Flinders Lane 179-181 1911 Pitt, William
- Elizabeth Street 59-65 Brooks Chambers 1911 Inskip & Kemp
- Lonsdale Street 612 Reidy Building 1911c
- Flinders Lane 333 Boydex House 1912 Tompkins, H W & F B
- Flinders Lane 234-236 Manchester House 1912 Bates Peebles & Smart
- Flinders Lane 125-127 Higson Building 1912-1913 Billing Peck & Kemter
- La Trobe Street 488-494 Glenwill Building 1912c?
- Bourke Street 654-664 Sunshine Building 1914 Sydney Smith Ogg & Serpell
- Little Bourke Street 227-233 Hoyts Deluxe Picture Theatre Stores 1914-15 Pitt, William
- Little Bourke Street 290-316 Myer Emporium 1914c- Tompkins, H W & F B
- King Street 12-20 Barrow Brothers warehouse 1917 Cowper, Christopher

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 12-20 King Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 2 (scale of 1-3).

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

History

Barrow Brothers, dairy and produce merchants were the first owner-occupiers of this brick faced, timber-framed showroom cum warehouse built at the front of their existing stores facing Highlander Lane. The architect was Christopher Cowper, a designer who has achieved more fame from residential rather than commercial work. The drawing show a cart way on the north side (see surviving crossover on south) leading to a 'fowl sale yard' at the rear, past a series of stores (some new some existing) and the front office area and butter sale room. Upstairs there were two storage areas.

Their premises served also for the Country Butter Manufacturers Association, Mark Smith and Fawcett & Co. carriers, and a shipping provedore, R. A. Colenso. By c1930, W. S. Carson's sporting goods warehouse and that of Scott Garrard & Co., comprised the building's main occupants with the powdered

milk maker, Twyford of Australia, and the Western District Co-operative Producers & Insurance Co. Ltd. Architects Twentyman & Askew designed alterations to the building for the latter firm in 1928.

Description

Two storeys and a basement of face brick and cemented details, designed after the Edwardian Baroque manner and bearing the date 1917. Composed in three pavilions, with two intervening bays, the central façade bay has a gabled pediment at the upper level adorned with a horn of plenty and a wreath within the tympanum, and a segment-arched and bracketed pediment over the ground level entry. Garlands are used on either side of the raised parapet entablature which is itself of a stylised design. The words 'Est. 1904' are set in a further cemented panel. Bullnose brickwork at openings is used effectively, particularly at the entry.

External Integrity

Carriage-way bricked in on south end, now indicated only by the pitched lane and a new metal-framed entry doors created in the same area. Signs, air units and canopies added. Trim colours are sympathetic.

Streetscape

Part of notable generally warehouse streetscape and particularly to the former Bank of New South Wales on the south.

Significance

A near externally complete stylistically conservative warehouse and office building which has been long associated with the marketing of primary produce and particularly of the once prominent firm, Barrow Brothers. As such it complements the notable warehouses in this row both in use and in general form, detail and finish.

Central City Heritage Study Review 1993

The building at 12-20 King Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital

City Zone but outside of the heritage overlay⁶¹. The building at 12-20 King Street was assessed in this review and graded **C** on an A-E individual building scale.

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

Barrow Brothers, dairy and produce merchants were the first owners and occupiers of this King Street warehouse [Butler], built in 1917 [BPA] to designs by noted residential architect Chris Cowper [Butler]. As constructed, the building incorporated a laneway to the north, providing access to a fowl sale yard to the rear with the front sections of the building containing an office area and butter sale room. Upstairs were two storage areas. In addition to the areas occupied by the Barrow Brothers, the building also provided space for the Country Butter Manufacturers Association, Mark Smith and Fawcett & Co and RA Colenso, a shipping provedore. By c.1930, WS Carson's sporting goods warehouse and Scott Garrard & Co had become the building's main occupants.

Architects Twentyman & Askew designed alterations to the building for tenants the Western District Co-operative Producers & Insurance Co in 1928.

Comprising two storeys and basement with a facade of face brick and rendered details, the building is a reasonably late example of the Edwardian Baroque mode. It is a symmetrical composition of three boldly modelled pavilion forms linked by two simple intervening bays. The central pavilion of the facade has a gabled pediment adorned at the upper levels with a cornucopia device and a wreath within the tympanum. A segmental arched pediment on bold consoles above the main doors entry provides a bold and stylish entry. The inscription, EST'D 1904 above the entry, is presumed to relate to the establishment of Barrow Bros enterprise rather than the construction of the building.

The laneway has been incorporated into the main body of the building, the ground floor window joinery has been extensively modified and the exterior painted, but the building retains its early form and a wealth of rendered detail and is generally in good condition.

Statement of Significance

12-20 King Street is of aesthetic significance at a local level as a largely intact warehouse designed in the Edwardian baroque mode and distinguished by its boldly modelled facade.

References:

⁶¹ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Heritage Assessment of 012-020 King Street, Melbourne

- Butler, 1985, CAD Conservation Study, 12-20 King Street.
- MCC Building permit application (BPA) 346

Other heritage listings

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

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



Figure 245 115-129 King Street



Figure 246 115-129 King Street, west wall to lane



Figure 247 115-129 King Street, typical fine detailing of stonework

Historical associations with persons or events

Creation or major development date: 1882-3

Major owners or occupiers: Welshman, William

Designer(s): Crouch & Wilson

Builder(s): Martin & Peacock

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985⁶²: A,B,C,D,E,F): **C 2**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993⁶³: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985⁶⁴: A,B,C,D,E): **B**

MCC Place Value Definition 2011:

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

⁶² Referenced in the Melbourne Planning Scheme clause 22.04

⁶³ Referenced in the Melbourne Planning Scheme clause 22.04

⁶⁴ Referenced in the Melbourne Planning Scheme clause 22.04

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

Colonial magistrate and St Kilda councillor, William Welshman, commissioned prominent architects Crouch & Wilson to design these bonded stores in 1881 to be erected by Martin & Peacock.

Crouch & Wilson, designed many significant buildings in the colony such as Kilmore District Hospital, Victorian Deaf and Dumb Institution; Ensor & Ardee, East Melbourne; Terrace at 128-132 Grey Street (all on the Victorian Heritage Register); Leicester House, Flinders Lane 1886; and Glenmoore, at 1 St Georges Road, Elsternwick.

The Union Bond Melbourne Storage Co (Ltd) and later the owners of the stores on the opposite corner, Wrigley & Scales, occupied the stores and called them the Federal Bond. As a mark of free trade, import duties on many items in the new Colony were reduced in 1853 to only wines, spirits, tobacco, tea and coffee. Bonded stores held goods with import tariffs owing.

The Union Bond is a three-level parapeted and rendered warehouse, elevated in a simple classical revival style, with segmentally-arched raised parapet entablatures at intervals along both street facades. Each parapet entablatures is surmounted by an anthemion. The double-hung sash window have either cemented label moulds, linked with an impost wall moulding, or moulded cement architraves with small brackets under each sill. Pedestrian entry was from the splayed corner while a carriageway or archway travelled through from King Street to the yard behind. The two main facades are clad with dressed stone up to window sill height with three quarry-faced stone layers acting as a plinth. Basement lights penetrate the stone at intervals, each in shaped basalt with finely tooled margins.

Adjoining on the west is a classical revival former print works, later merchants warehouse, which relates closely to the architecture of the bond store. The west wall of the bond store itself is very well-preserved face red brick with voussoirs and stone sills. Semi-circular stone rubbing strips are attached as large dado moulds to the west wall. What remains of an old stable and loft is at the

west end of the stone paved inner courtyard once shared by the bond store.

Ground level openings have been changed in an empathetic manner but overall this bonded store is exceptionally well-preserved for its age and scale. The design and finish are also of a high standard as an indication of the designer's skill and supervision, with fine stone detailing at ground level.

How is it significant?

The Union Bond is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

The Union Bond is significant historically as a superb example of an architect designed bonded and free store within the well-defined and prosperous mercantile district of western Melbourne Town. These stores are large and combine with others along King Street as a highly significant collection of early stores devoted to the shipping trade and nearby wharves.

Aesthetically it displays the simple but rugged design treatment appropriate for a store given by one of the Colony's foremost architectural firms of the era, Crouch and Wilson, with well considered elevations, stonework, finishes and detailing.

Recommendations

This report recommends that:

- the building and associated land at 115-129 King Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01⁶⁵.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

⁶⁵ Interiors and trees have not been assessed unless cited otherwise in the place description

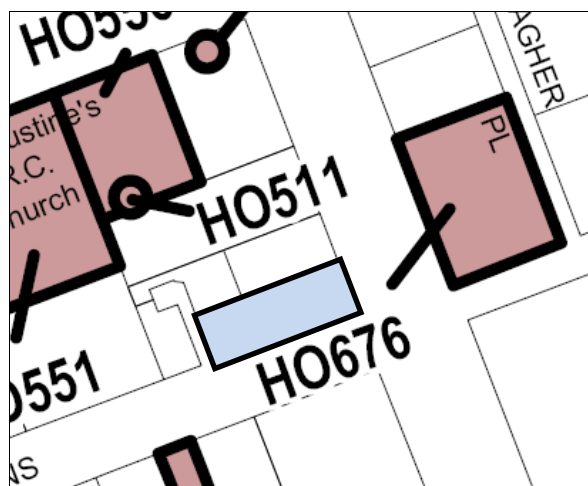


Figure 248 proposed heritage overlay –precise outline determined by building

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council

Lawrie Wilson & Associates, 1977. Historic Buildings Preservation Council Report on CBD Block No 6 Dec 1977 (85), page 157: rate book list starts 1861 'large stone store' of 2 levels- may refer to store on southern corner of Lt Collins (Wrigley); directory listings- 1880s onwards has Union Bond on that corner

i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Alterations / Recommendations: Wall colour (sympathetic), stone painted (inappropriate - remove by approved method), openings blocked and new openings, altered (both inappropriate - reinstate original design or sympathetic alternative Other Comments see SCV photo 425050; recommended for third schedule protection by CBD study.

Isometric

De Gruchy & Leigh 1866 Isometric: shows low scale buildings set back on site, large store on opposite corner

Building Permit Application

Building Permit Application 1881,8957 'bond store'

Mahlstedt fire insurance plan series:

Mahlstedt & Gee fire insurance plans 1888: plan 23: shown as two 3 level stores Union Bond...

Mahlstedt (MUA) fire insurance plans c1910-23 plan 23: Bond store on south, Free store on north, entry at corner, windows in other elevations with archway to rear yard.

Australian Architecture Index (AAI)

(261 entries for Crouch & Wilson, City of Melbourne)

Crouch and Wilson

Tenders invited for erecting warehouse in King Street for Wm. Welshman, Esq. Argus 10.9.1881 p 6

Crouch & Wilson

Tenders wanted - erection of warehouse in Little Collins St., for Wm. Welshman. Argus 11.6.1873, p 3

'The Argus':

Monday 19 October 1868

EASTERN PROVINCE ELECTION.-In pursuance of the 87th Section of the Electoral Act, 1865, I hereby give notice, that WILLIAM WELSHMAN, Esq., gentleman, of St Kilda, and BENJAMIN WILLIAMS, Esq., gentleman, of St. Kilda, have been duly nominated to serve as a member of the Legislative Council for the Eastern Province...

Friday 13 August 1869

BOROUGH of St. KILDA.'-Notice Is hereby given, that at the Annual Election for the South Ward, held before

Heritage Assessment of 115-129 King Street, Melbourne

me this day, the number of votes polled by each candidate was as follows :-'

William Welshman ... 215 William Charles Biddle. 199

I therefore declare that WILLIAM, WELSHMAN is duly ELECTED a councillor for the South Ward of the borough.'

Thursday 7 January 1869

' THE NEW MAGISTRACY.

The following is the full list of the new magistrates, as published in the Gazette of Tuesday : MAGISTRATES FOR THE COLONY OF VICTORIA...' includes William Welshman..

Monday 9 February 1880

IN the SUPREME COURT of the COLONY of VICTORIA: In Its Probate Jurisdiction-In the Will of CHRISTINA RYLAND, late of Rosemount Lodge, Barker's Crook, Castlemaine, in the Colony of Victoria, Gentlewomen, Deceased -...

that PROBATE of the WILL of the said deceased may be granted to Caleb Anderson, of Flinders street, Melbourne, in the said colony, merchant, and William Welshman, of Little Collins street, Melbourne, In the said colony, produce merchant, executors according to the tenor of the said will.

19 September 1881

"PRELIMINARY NOTICE.

D MELVILLE and Co. have received Instructions from William Welshman, Esq., to SELL by AUCTION,

Materials comprised in the various buildings at corner of Little Collins and King streets, for removal, including corner brick store, with dwelling house of wood attached, and private residence wood adjoining...'

22 November 1898

(Death) WELSHMAN.- On the 21st November, at his residence Woodgrange, Hawksburn, William Welshman, in his 71st year' and

WELSHMAN -The friends of the late WILLIAM WELSHMAN, J P , are informed that his remains will be interred in the St Kilda Cemetery..'

31 May 1899

DISPUTED OWNERSHIP OF A PIANO.

The action in which the executors of the will of the late William Welshman, of Woodgrange, Hawksburn, are suing Amy Caroline Welshman, a daughter of the deceased gentleman, for the recovery of a grand upright piano, piano stool, and a standard duplex lamp,..' see also Thursday 1 June 1899

Springvale Botanical Cemetery:

(online burial index)

ST KILDA GENERAL CEMETERY

Given Names: WILLIAM WELSHMAN (junior)

REFER 904161

Religion: NONE

Date of Service 13/08/1925 , Age 74

Australia Death Index, 1787-1985

Name: Wm Welshman

Death Place: Ashton, Victoria

Father's Name: Wm Welshman

Mother's Name: Charl Beggs

Registration Year: 1925

Registration Place: Victoria

Registration Number: 11561

Sands & McDougall Melbourne or Victorian Directories

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

D1904 117-125 Scales, Austin W., Federal bond

D1893: 115 Wrigley & Scales-Federal bond

(Welshman in Hawksburn Rd, Hawksburn)

D1889 115 Union Bond - Melbourne Storage Co (Ltd) prop.

D1885 115 Union Bond Melbourne Storage Co (Ltd) proprietors, head office customs house.

D1880 (Lit Collins at

Dear , John, grocer r

105 Welshman , William

Municipal rate records

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

MCC Rate Books:

VPRS 5780 Microfiche

King Street 115-129- City of Melbourne - Lonsdale Ward

Date Rate no Occupier Owner Description Nav £

- 1900 656 Scales Alfred Welshman's Trustees 115 Bk. Store & house at rear 94 x 150 425
- 1895 728 Blank Welshman William 115/25 Bk. store 94 x 150 600
- 1890 1084 Wrigley & Scales Welshman William 115/25 Bk. store 94 x 150 900
- 1885 936 Melbourne Storage Pty. Bk. store 94 x 150 900
- 1882 881 Melbourne Storage Co. William Welshman Bk. Store in course of erection 94 x 150 900
- 1881 901 Thomas Wilson William Welshman Bk. & wood house & shop 4 rms. 48 x 100 80; William Welshman William Welshman Bk. & wd house 10 rms. 48 x 100 100
- 1880 902 John Dear Wm. Welshman Bk. & wood shop & house 4 rms. 48 x 100 80; 903 William Welshman Wm. Welshman Bk. & wd house 10 rms. 48 x 100 100

Relevant thematic history extract

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

Context 2010 draft:

5.2 MELBOURNE AS A TRADING PORT

'In the first years of settlement boats and ships were moored on the Yarra between Queen Street and William Street. This became known as Queen's Wharf. Bluestone warehouses were erected close by as well as a customs house (1841) and market square (1847)...Melbourne quickly grew from being a small settlement serving pastoral interests to a major international port by the 1880s.

Coode Canal was formed in 1886. This altered the course of the Yarra and so provided a shorter and straighter passage for ships. Dry docks were built on the site of the drained West Melbourne Swamp. With the completion of Victoria Dock in 1892 Melbourne continued to develop as a busy international port.

Victorian Year Book'

'Victorian Year Book' (VYB) 1973: 367

'The rush of the 1850s was followed by a steadier period in the 1860s. In Melbourne the shopping area of the city was now largely occupied by small scale retailers and a great deal of trade was still transacted directly between the craftsman and the buyer. Collins Street had already come to be regarded as the most fashionable street, where the leading drapers, jewellers, and music and book sellers were located, and shops then remained open until 9 p.m. every night and until midnight on Saturdays. Ladies attired in their latest crinolines would gather to gossip, or to be seen "doing the Block".

The Stock Exchange, the trading banks, and the insurance companies were nearer Queen Street, and Elizabeth Street was noted for its cafes. Swanston Street was also one of the main shopping centres, and Flinders Street and Flinders Lane, because of their nearness to the Yarra wharves, were already becoming the main district for warehouse proprietors. Two of the earliest "bonded stores" to be established were in Market Street and Flinders Lane, respectively...'

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained and enhanced by the further detail on the design and history of the building and its place in the history of commercial Melbourne.

Selected Capital City Zone warehouses and stores of the 1870s-1880s include:

Street Number Name Date

- Bourke Street 655-659 Hudson Stores 1877..
- Little Collins Street 538-542 McCracken City Brewery malt store, later Ebsworth House 1878-1879, 1909
- Bourke Street 666-668 Curtain's Woolstore 1879
- Little Collins Street 392-396 Briscoe & Co warehouse 1882-3
- King Street 115-129 Union Bond Melbourne Storage Company Ltd 1882-3
- King Street 42-44 Gladstone Chambers 1883

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 115-129 King Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 2 (scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 115-129 King Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay⁶⁶. The building at 115-129 King Street was assessed in this review and graded **C** on an A-E individual building scale.

⁶⁶ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Heritage Assessment of 115-129 King Street, Melbourne

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

No citation provided.

Other heritage listings

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

Peoples Palace, 131-135 King Street, Melbourne 3000



Figure 249 131-135 King Street

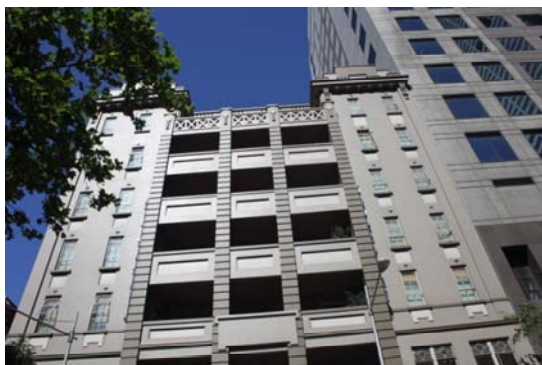


Figure 250 131-135 King Street, upper level

Historical associations with persons or events

Creation or major development date: 1925-1926

Major owners or occupiers: Salvation Army

Designer(s): Dale, Percival

Builder(s): day labour

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985⁶⁷: A,B,C,D,E,F): **C 3**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993⁶⁸: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985⁶⁹: A,B,C,D,E): **B**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

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

Statement of Significance

What is significant?

The Salvation Army was established in Australia by English Salvationists, Gore and Saunders. They arrived in Adelaide in 1880 where they oversaw the construction of the Army's first Australian building, a barracks in Light Square near the red light district. Three years later, the movement established its Australasian Headquarters in Melbourne where it built or adapted a range of buildings for its evangelical and social mission.

The Sydney People's Palace had opened in 1899, initially providing housing for the homeless

⁶⁷ Referenced in the Melbourne Planning Scheme clause 22.04

⁶⁸ Referenced in the Melbourne Planning Scheme clause 22.04

⁶⁹ Referenced in the Melbourne Planning Scheme clause 22.04

but the institution found its real purpose in providing cheap accommodation for travellers and visitors to the City away from the environment of liquor and gambling found in many hotels. The enterprise was so successful (growing to 731 rooms, as one of the largest hotels in the Southern Hemisphere) that the concept was eventually extended to other capital cities in the Commonwealth.

The three storey Workmen's Metropolis later People's Metropole in King Street was one such building. It was built by the Salvation Army in 1901 on land purchased four years earlier as a poor men's shelter. This shelter, known as the Model Lodging House from the 1880s and earlier, was eventually joined with two other nearby buildings acquired by the Army to allow shelter for some 420 men, and an upgrade of the existing accommodation standard. Around 1914, the King Street complex was renamed the Melbourne People's Palace and its focus was changed from long to short term accommodation.

At the end of 1924, the Workmen's Metropolis was demolished and a new seven storey People's Palace was erected on the site. The palace could hold 500 persons, it had a trafficable flat roof to overview the populace, a palm court, and several 'spacious lounges' including the large dining saloon on the ground floor. This saloon could seat 200, with its lead light dome, panelled walls, hexagonal tables, and imitation marble columns. The building cost was £72,000 but the total cost complete was thought to be about £100,000. The travelling public were catered for in the first floor refreshment room with its soda fountain, grilles for quick meals and accordion doors to allow 2000 square feet of contiguous floor area.

Bedrooms were single, double or family size but each had an openable window for light and ventilation. Two electric elevators and three wide staircases traversed the height of the building while the 750 feet length of passages were fitted with 'silent tread' linoleum; the combined floor area was a massive 2 acres. Fire prevention relied on the concrete construction, fire underwriter escape doors and partitions of coke breeze blocks. Chemical extinguishers were placed at each floor and a high pressure fire water service allowed brigade access. The construction was by day labour supervised by Mr L Pinemi. It was opened by the Lord Mayor, Sir William Brunton, 3 November 1926, with a luncheon and speakers.

Designed by Adjutant Percival Dale of the Salvation Army property department and constructed in rendered reinforced concrete, the building is a bold and unusually mannered composition of abstracted Classical elements.

The building comprises two large pavilions which flank a five storey canted bay containing a vertical array of balconies. This central bay is supported on oversized consoles and features smooth rusticated pilasters which rise through its full height. The pavilion elements are simpler but rise to abstracted cornice elements supported on more oversized brackets. The deep balconies central to the seven level façade are unlike any other 20th century building in the Capital City Zone (see Markillie's Hotel balcony)

The building is currently used as a restaurant with hotel accommodation above. The hotel entry is denoted by a small but unsympathetic added canopy and signage which detracts from both the symmetry of the composition and obscures the single-purpose nature of the original building. Nonetheless, the building has retained its early character and detail and the upper levels are well preserved.

How is it significant?

The Peoples Palace is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

The former Melbourne People's Palace is of historical significance as a good example of specialist accommodation within the City of Melbourne in the long tradition of similar lodging places located in Bourke Street, Lonsdale Street (as the Princess Mary Club), Coppin's Our Improved Dwelling & Lodging House in Little Bourke Street and on this site as the Model Lodging House. This specialised use is made particularly relevant given the building's location near Spencer Street railway station along with the other major private hotels built along this street in the late Victorian, Edwardian and inter-war periods.

The Peoples Palace is also significant for its long association with the work of the Salvation Army in the City of Melbourne during the early part of the twentieth century.

Aesthetically, the Peoples Palace is a well preserved Greek-revival design that is made more distinctive by its residential multi-storey use and the associated location of deep balconies up the seven level façade unlike any other 20th century building in the Capital City Zone.

Recommendations

This report recommends that:

- the building and associated land at 131-135 King Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,

- the proposed heritage grading in this report (B) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01⁷⁰.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

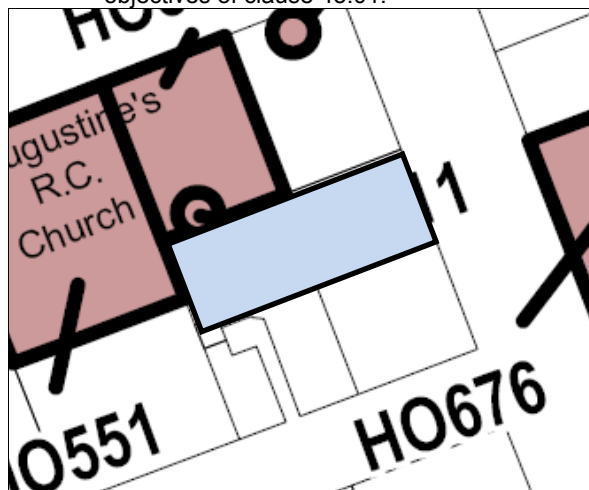


Figure 251 proposed heritage overlay

Interior elements

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

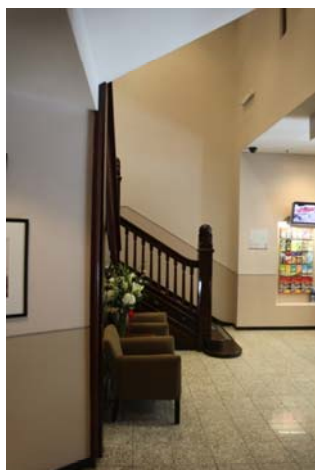


Figure 252 131-135 King Street, entry hall, original stair

⁷⁰ Interiors and trees have not been assessed unless cited otherwise in the place description

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council

Lawrie Wilson & Associates, 1977. Historic Buildings Preservation Council Report on CBD Block No 6 Dec 1977 (85), page 163: Model Lodging House and registry office on site from c1875, Model Lodging House c1885-, Workmen's Metropole (Salvation Army) c1900-, Peoples Metropole c1905- Peoples Palace c1910-, Not recommended to the Historic Buildings Register.

i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Description/Notable Features **Notable** features include shop verandah; Interior recommended for inspection. Alterations / Recommendations: Ground level reclad (inappropriate - remove or reinstate original design).

'The Argus'

31/1/1923

FIRST VISIT TO MELBOURNE.

ABORIGINE'S OPINION OF CITY. "Too Cold and Too Much Rush."

Mrs. Agnes Edwards, a full-blooded aborigine from the Swan Hill district, decided, for the first time, that she wanted to see Melbourne, stay a week in the city, and

Heritage Assessment of 131-135 King Street, Melbourne

then go to Echuca to visit some friends. The Aborigines Board arranged the necessary transport, and also for police- woman Davidson, of the Russell street station, to meet her at the railway station on Monday night and to take her to the Peoples' Palace, King street.

On Monday night Mrs. Edwards said that although she preferred the country, she was prepared to give the city a trial for one week. After that she would go to Echuca. Yesterday morning, however, she changed her mind. She said she had no intention to stray, or to "walk about." Therefore, keeping the Peoples' Palace well in view, she timidly explored King street. That was sufficient. She returned to her temporary home, and decided that Melbourne was far too cold, and that there was altogether too much "rush" about it.,

Possibly, symptoms of nostalgia contributed to her change of plans, but she made up her mind to visit the Coranderrk aborigines station at Healesville. After a few days' stay there, she said she would return home, omitting Echuca from her itinerary. Melbourne's climate and noise have proved to be beyond endurance. Unless Mrs. Edwards changes her mind again on her return from Healesville, her first visit to Melbourne will have consisted of a short trip to and from Spencer street station, and a timid survey of King street. She said she did not want to see anything else.

Although this is Mrs. Edwards's first trip to Melbourne, she has been several times to Kerang, where she has friends. She was born in New South Wales, and crossed the Murray to marry an aborigine named Harry Edwards. Thus, when her husband died, she came under the protection of the Victorian Aborigines Board. Actually, she lives in New South Wales, 12 miles from Swan Hill. With her cousin, she has made a home on Speewa Creek, on the Murray. Here she has cultivated a small garden, growing onions and potatoes, but floods destroy her efforts occasionally. She also has a boat, and adds to her income by fishing. Rations, with tobacco, and clothing, are supplied by the guardian of aborigines at Swan Hill.

Mrs. Edwards does not claim Royal rank. She has been referred to in a country newspaper as "Queen of Swan Hill," but that, she explained, "was only in a news-paper." She has presented flowers, made of birds' feathers, to Lady Forster and Lady Stradbroke, so she might be said to have had a nodding acquaintance with vice-royalty, but that is the nearest approach to royalty she has so far achieved-- except in a newspaper. Mrs. Edwards, who is about 60 years of age, can neither read nor write. Nevertheless, she treasures a kindly-worded letter from Lady Stradbroke, thanking her for her gift of artificial flowers.

'The Argus' 29/11/1924

TENDERS arc invited for the ERECTION of an EIGHT-STORIED PEOPLE'S PALACE IN REINFORCED CONCRETE, at 131 King street, Melbourne, including also Demolition of Existing Buildings

ADJUTANT PERCIVAL DALE, Architect, 69 Bourke street, Melbourne. Central 10018.

Clerk of Works Mr. L. Pincini.

Quantities by Messrs. Blackburne and Whyte.

Tenders Close at noon. On Monday, December Tuesday 31 August 1926

NEW "PEOPLE'S PALACE."

Construction Almost Completed....

description of building and site history.

Tuesday 2 November 1926

Open on 3 November...

Picture Australia



Figure 253 Brisbane Peoples Palace, 1911 opening (State Library of Queensland)

Sands & McDougall Melbourne or Victorian Directories

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

D1880 King Street (after 105) Model Lodging House and registry Office...

D1896 Model Lodging House Co - Watkins, James mngr

D1899-D1900 131 Workmen's Metropolis (Salv Army) Edwin Bishop superintendent

D1905 131 Workmen's Metropolis (Salv Army) Major John Condon, superintendent

D1910 131 People's Metropole Major A Lamb, superintendent

D1915 131 People's Palace Major A Lamb, superintendent

D1920 131 People's Palace Brig. A Lamb, superintendent

D1930 131 People's Palace JD McLean manager.

Municipal rate records

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

No search carried out.

Relevant thematic history extract

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

Context, 2010, draft:

11.2 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. One of the city's first hospitals, the Melbourne Benevolent Asylum, opened in 1848 to cater for the poor. Babies' homes, orphanages and women's refuges were also established in the inner city where people's means of livelihood (especially for single women) were limited.

With the large influx of immigrants to Melbourne in the 1850s, many inevitably met with financial hardship. Single women were particularly vulnerable. The Immigrants' Aid Society was established in 1853 to cater for new arrivals.

The hardships of the 1890s depression highlighted the need for improved welfare provisions.

There was soon a high rate of unemployment in Melbourne and as a result families suffered, especially children, who were often being left in the care of others or placed in institutional care. Working men were forced to queue for work on government projects.

The Wesley Central Mission was established in 1893, in direct response to this crisis. Other organisations, mostly church welfare groups, did their best to alleviate hardship. Welfare organisations included the Salvation Army, which established new headquarters in Victoria Parade in 1900.

In the twentieth century significant contributions to social welfare in Melbourne were also made by private benefactors. ...'

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained and enhanced in the light of further historical background of this special building type.

Selected Capital City Zone hotels of the 1920s:

Street Number Name Date Architect

- Spring Street 267-271 Elms Family Hotel 1925 James, Harry J
- King Street 131-135 Peoples Palace 1925-1926 Dale, Percival
- Spencer Street 66-70 Batman's Hill Hotel 1926 Greenwood Bradbury & Allen
- Flinders Street 508-510 Waterside Hotel 1926 Johnson, Harry R
- La Trobe Street 293-299 Duke of Kent Hotel, former 1929 Smith, Sydney & Ogg

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 131-135 King Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3 (scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 131-135 King Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay⁷¹. The building at 131-135 King Street was assessed in this review and graded **C** on an A-E individual building scale.

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

⁷¹ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

The Salvation Army was established in Australia by English Salvationists, Gore and Saunders. They arrived in Adelaide in 1880 where they oversaw the construction of the Army's first Australian building, a barracks in Light Square near the red light district. Three years later, the movement established its Australasian Headquarters in Melbourne where it built or adapted a range of buildings for its evangelical and social mission. The three storey Metropole in King Street was one such building. It was built

by the Salvation Army in 1901 on land purchased four years earlier and provided cheap accommodation for working men[Cox 2001].

The Sydney People's Palace opened in 1899, initially providing housing for the homeless but the institution found its real purpose in providing cheap accommodation for travellers and visitors to the City away from the environment of liquor and gambling found in many hotels. The enterprise was so successful that the concept was extended to other capital cities. Around 1914, the Metropole was renamed the Melbourne People's Palace and its focus was changed from long to short term accommodation.

In 1926 the building was demolished and a new seven storey hostel, also named the Melbourne People's Palace, was erected on the site[Butler, 1985]. Designed by Percival Dale and constructed in rendered concrete [Wilson 1985], the building is a bold and unusually mannered composition of abstracted Classical elements. The building comprises two large pavilions which flank a five storey canted bay containing the balconies. The bay is supported on oversized consoles and features smooth rusticated pilasters which rise through its full height. The Pavilion elements are simpler but rise to abstracted cornice elements supported on more oversized brackets.

The building has been painted and is currently used as a restaurant with hotel accommodation above. The hotel entry is denoted by a small but unsympathetic canopy and signage which detracts from both the symmetry of the composition and obscures the single-purpose nature of the original building. Nonetheless, the building has retained its early character and detail and remains in good condition.

Statement of Significance

The former Melbourne People's Palace is of aesthetic and historical significance at a local level as a good example of specialist accommodation within Melbourne's CBD.

It is of some additional significance for its associations with the work of the Salvation Army during the early part of the twentieth century.

References

- Cox 2001: Interview with Lindsay Cox, Archivist for the Salvation Army, 15 February 2001.
- Butler 1985, CAD Conservation Study, Peoples Palace.
- Wilson, 1985: CAD Study (sic): 163.

Other heritage listings

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

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



Figure 254 284-294 La Trobe Street (NTA, 2001)



Figure 255 284-294 La Trobe Street, south façade



Figure 256 284-294 La Trobe Street, corner

Historical associations with persons or events

Creation or major development date: 1924-1926

Major owners or occupiers: Argus Newspaper Herald & Weekly Times Ltd.

Designer(s): Godfrey & Spowers in association with WH Buck

Builder(s): Swanson Bros.

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985⁷²: A,B,C,D,E,F): **C-B 3**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993⁷³: A,B,C,D,E): **C**

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

⁷² Referenced in the Melbourne Planning Scheme clause 22.04

⁷³ Referenced in the Melbourne Planning Scheme clause 22.04

Building grading level 2011 (Central Activities District Conservation Study 1985⁷⁴: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

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

Statement of Significance

What is significant?

'The Argus' daily newspaper was launched in 1846 and a little over 100 years later (1957) ceased to exist. Along the way it had absorbed (among others) Melbourne's first newspaper (a derivative of the 'Melbourne Advertiser') and become the third major daily in the Colony. Its founder, William Kerr, first came to Melbourne to help launch the 'Port Phillip Herald' (1840) but was, within a year, conscripted by its opposition paper, John Fawcner's 'Patriot'. After a prolonged disagreement with his irascible proprietor, Kerr left the 'Patriot' and commenced publishing 'The Argus'.

Enthusiastic new owners (Johnston and Wilson) from its sale in 1848 and gold discovery in 1851, led to 'The Argus' boosting its circulation from a modest 400 to 5000 in 1852. It was described as 'The Times' of Australia, by the late 1870s, when it and 'The Age' were considered the two most influential in the Colony. However, both 'The Argus' and 'The Age' suffered increasing competition in the 20th Century from the tabloid, 'Sun News Pictorial', reintroduced in the 1920s under the Herald & Weekly Times umbrella.

The Argus Building was designed by Godfrey & Spowers in association with WH Buck (see also Kelvin Hall) and constructed by Swanson Brothers 1924-1926. When complete the whole of

the Argus Building was occupied by staff of either the 'Argus' or 'Australasian' except the Elizabeth Street ground level and part of the top or 5th floor where the Paton Advertising Service, the Melbourne offices of the 'Sydney Morning Herald' and the 'Sydney Mail', the 'Sydney Evening News', 'Women's Budget', the 'Hobart Mercury' and the 'Illustrated Tasmanian Mail' were located. Shops on the ground floor fronting Elizabeth Street were occupied by Mr M Andreson tobacconist, Mr L T Browning tailor, William Lawrence Pty Ltd cleaners and dyers; Mr H Whitfield jeweller; and Messrs H C Madden and J C Sneddon confectioners.

One-hundred Melbourne businessmen were entertained at the building's opening in the 5th floor staff dining room followed by over one-hundred of the City's newsagents, all extolling the modernity and spaciousness of the new premises. 'The Argus' editorial noted the changing pattern of the City's growth that had influenced their shift from Collins Street northwards, noting the spread of retail in all directions, particularly north along Elizabeth Street. Growing traffic congestion in the south of the City was also a factor in the relocation.

However, declining circulation, particularly after World War Two, was only slightly offset by the introduction of the world's first colour daily newspaper in 1952 under a new British-based ownership (Daily Mirror newspaper group). Poor sales and the previous failure of the evening paper 'The Star', in 1936, meant that even colour could not save the Argus by 1957. Adding insult to injury, the Herald & Weekly Times Ltd. purchased the Argus Building and took over the remaining periodicals, 'Australian Post' and 'Your Garden'. The index to 'The Argus' remains as the major research option for past Victorian daily newspapers, as seen in the digital editions emanating from the National Library of Australia.

In contrast to the waning dominance of 'The Argus' over its opposition, the Herald & Weekly Times Ltd., architectural critics hailed the new Argus offices as superior to the contemporary reconstruction going on at the new Herald-Sun site on Flinders Street. The Argus Building was considered to be quite advanced by the Sydney periodical, 'Building'. Unlike the Herald building, it was multi-storey and hence used valuable city real-estate more efficiently while allowing intra-office circulation to proceed more effectively.

The Argus Building is a grand if incomplete example of the neo-Baroque style as popularised by British Edwardian classicists such as Sir Reginald Blomfield, J.J. Joass and Ernest Newton. The Morning Post newspaper offices (1907) in London, by Mewes & Davis, or the War

⁷⁴ Referenced in the Melbourne Planning Scheme clause 22.04

Office in Whitehall (1906) by William Long may have been influential on the design of this building. Each possessed corner towers and giant order colonnades similar to those of the Argus office. Elsewhere in Melbourne there is the T & G Building, and more distant, Moore's Corner Store in Prahran, which also utilized these elements.

Rising six main levels in a parapeted ruled stuccoed form, the two street facades differ markedly as a gesture to a modern interpretation of the classical style. The more embellished frontage is to Elizabeth Street (65m long), with its giant Corinthian order colonnade, garlanded pier capitals, secondary cornices, panelled spandrels and the façade bays at either end. Egyptian ornament on the coved papyrus cornice of the giant colonnade and as a frieze to the main cornice, add a contemporary element paralleling with Harold Carter's opening, in November 1922, of Tutankhamen's tomb. The bowed corner and associated balconette rounds onto the more austere Latrobe Street elevation (31m long) but this is counterpoint to the ornate fenestration of the Baroque tower plinth and the tower itself (still without spire). The tower has the characteristic Baroque concave corners (as seen in Thomas Archer's St Philip, Birmingham 1709-15), paired column bays and a richly detailed cornice. The western façade is also rendered and enriched, with only the north as plain, as a reflection of the new building towering over its surroundings when built. This combination of architectural elements is not a faithful revival of Baroque precedents but instead a successful and creative assembly of traditional forms and elements that take full account of the corner site.

Alterations include the new glazed entrance screen and opening created onto Latrobe Street in 1959-60, to the design of the long-time architects for the Herald & Weekly Times, Ltd., Tompkins & Shaw. Replacing a group of 'punched' window openings similar to that surviving on the west of the new entrance, some attempt was made to integrate the large new opening with the surrounding architecture by simple repetition of mouldings around the reveals. The render finish has been changed superficially.

This dominant corner building is made more so by its corner tower and giant stone column rows. It is also related in general period detail with the showroom to the north.

How is it significant?

The Argus Building is significant socially, historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

Aesthetically, the Argus Building is one of the major interwar office buildings in the City, given particular prominence by its location amongst much smaller buildings on the edge of the city. The still unfinished tower and the giant order stone columns on the Elizabeth Street façade, lend an imposing quality suitable for a major metropolitan newspaper.

This is a landmark design which lacks the finesse of the T & G Building or detailing of the Nicholas Building, but nevertheless is a dominant corner presence in a fluently executed Baroque revival manner. The Argus Building received critical acclaim for its innovatory design for its use, in contrast to the massive reconstruction programme then being undertaken by the Herald & Weekly Times Ltd. in a more conservative classical manner.

Historically and socially, the building is significant for housing the Argus newspaper for 30 years, and represents its major physical legacy. The Argus was one of Melbourne's three leading newspapers, all established in the founding years of the City, until its closure in 1956.

Recommendations

This report recommends that:

- the building and associated land at 284-294 La Trobe Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01⁷⁵.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

⁷⁵ Interiors and trees have not been assessed unless cited otherwise in the place description

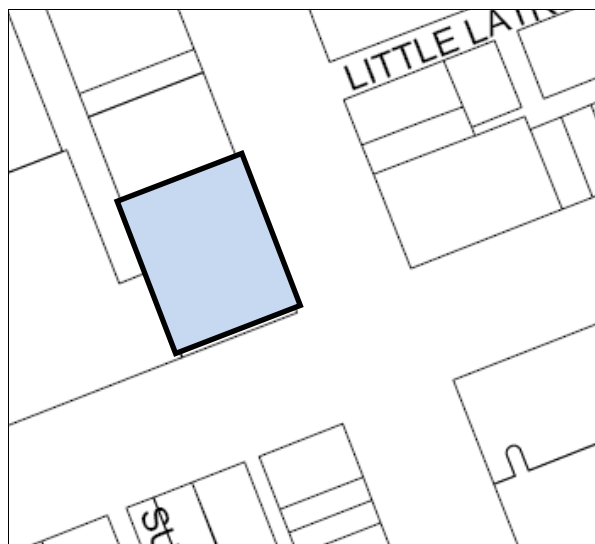


Figure 257 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council

Yuncken Freeman Architects Pty. Ltd. 1976.. Historic Buildings Preservation Council Melbourne CBD Study Area 5 (81), page 116- not recommended to Historic Buildings Register;

I-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF) also for 365-393 Elizabeth St:

Description/Notable Features: Notable features include an elaborate / high standard design of cement rendered surfaces. Entrance doors new, renovated ground level (Elizabeth Street), new window, ground (Latrobe Street) (all inappropriate - reinstate original design or sympathetic alternative) Other Comments Historical association with now defunct, state-wide newspaper over 50 (30) years.

Administrative Appeals Tribunal appeal hearings 1987, 1990

Graeme Butler 1987, Expert Evidence for AAT appeal hearing P87/1665 3 December 1987 for the City of Melbourne (copy held); Graeme Butler 1990, Expert Evidence for AAT appeal hearing 20 Nov 1990 for the City of Melbourne (copy held)

Building Permit Application

MCC Building Permit Application 33636 28/9/1959: new floor over part ground level (banking) chamber, new glazed screen to new foyer off Latrobe St: Tompkins and Shaw, Architects for the Herald & Weekly Times Ltd.

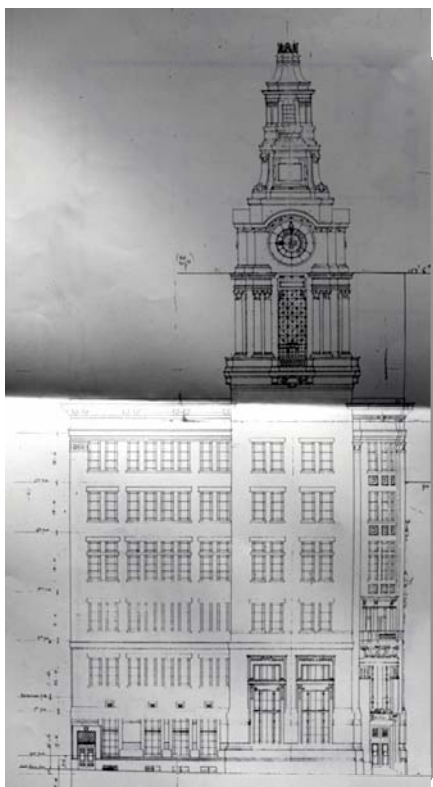


Figure 258 Building Permit Application 1924 south elevation with clock tower

National Trust of Australia (Vic)

359-393 Elizabeth Street and 284 - 294 Latrobe Street
MELBOURNE, MELBOURNE CITY, File Number:
B7111

Level: State

Statement of Significance

‘The Argus Building, designed by architects Godfrey Spowers, and completed in 1926, is of State historical and architectural significance.

Historically, it is significant for housing the Argus newspaper for 30 years, and represents its major physical legacy. The Argus was one of Melbourne’s three leading newspapers, all established the founding years of the city, until its closure in 1956.

Architecturally, it is one of the major interwar office buildings in the city. It is given particular prominence by its location amongst much smaller buildings on the edge of the city, the still unfinished tower and the giant order stone columns on the Elizabeth Street façade, lending an imposing quality suitable for a major metropolitan newspaper. The building is also unusual for its original program, housing all the various functions of a newspaper. Some interiors remain intact, and the original ‘Advertisement Hall’ (now the corner retail space) is particularly notable for its scale and decoration.

Classified: 5/03/2001, Group: Commercial, Category: Newspaper Office.

A history of architecture'

Sir Banister Fletcher's 'a history of architecture', background on English Baroque: 1038-9

La Trobe University, Buildings & Grounds Division: Newsletter

– No. 28, Autumn/Winter 2008

CITY CAMPUS (ARGUS BUILDING)

‘The La Trobe University City Campus is being developed on the corner of Elizabeth and La Trobe Streets in the Central Business District of Melbourne. The former Argus Building is being redeveloped, and significant progress has been achieved in March/ April with the completion of all underground services, the commencement of capping concrete pours, completion of the decontamination cleaning of Level 3 through to Level 7, demolition in the future café area, and the commencement of the scaffolding of the western façade.

It is expected that the Café will be completed in September 2008, and the main works will be completed for occupation in September 2009’. Jim Colebatch, Deputy Director (Special Projects)

'The Argus':

Saturday 6 February 1926 former Argus building for sale

Friday 15 October 1926

100 Melbourne businessmen inspect new building and gather at dining hall on 5th floor: told by managing director, ACC Holtz, of Australian origins of ‘all that could be Australian’ in building.



Figure 259 Perspective `('The Argus' 9 September 1926)

Friday 8 October 1926

Similar gathering of over 100 news agents in the building.

Monday 28 June 1926

Company staff and equipment move this weekend, ensuring no disruption to print runs... staff glad of extra space given growth in numbers. The whole building occupied by staff except the Elizabeth Street ground level while part of top or 5th floor has Paton Advertising Service the Melbourne offices of the Sydney Morning Herald and the Sydney Mail the Sydney

Evening News, Women's Budget, the Hobart Mercury and the illustrated Tasmanian Mail. Shops on the ground floor fronting Elizabeth street are to be occupied by Mr M Anderson tobacconist, Mr L T Browning tailor, William Lawrence Pty Ltd cleaners and dyers; Mr H Whitfield jeweller; and Messrs H C Madden and J C Sneddon confectioners..'

Saturday 26 June 1926

Extensive article on changes in the City and choice of Argus site.

Thursday 9 September 1926

Poster page of completed building as designed: 'DWARFING ITS SURROUNDINGS, THE NEW BUILDING FOR "The Argus" AND "The Australasian" AT THE CORNER OF ELIZABETH AND LATROBE STREETS IS A STRIKING ADDITION TO THE ARCHITECTURE OF THE CITY OF MELBOURNE. THE TOWER IS SHOWN AS IT WILL APPEAR WHEN COMPLETED.'

Sands & McDougall Melbourne or Victorian Directories

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

Municipal rate records

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

No search carried out.

Relevant thematic history extract

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

Context, 2010, draft: 31

5.6 Publishing newspapers and periodicals

John Pascoe Fawkner produced the city's first newspaper, the Melbourne Advertiser, in 1837, preferring to handwrite the first editions rather than wait for a printing press to arrive. Another early Melbourne newspaper was the Port Phillip Patriot, established in 1840.

The Australasian commenced in 1851, published from the Argus office; four years later Melbourne Punch appeared. [Briggs, p. 297] The fiercely democratic Age newspaper was founded in 1854, and its more conservative rival, the Argus, in 1846.

In addition the city produced a multitude of weeklies and other periodicals, include the Leader, the Weekly Times and Table Talk. Melbourne had more newspapers per head than any other city at the time. This busy publishing industry was partly due to new printing technology, but also reflected the importance that Melburnians placed on the democratic process.

A new Herald & Weekly Times building was erected in Flinders Street between 1921 and 1928. During much of the twentieth century there were newsboys on every city corner. The popular tabloid the Sun News-Pictorial and the Herald appeared in several issues per day, but in the 1980s were merged to form the Herald-Sun.'

Some places and objects of significance

...Former Argus building

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 67

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

Lewis: 111

'In November 1952 the Melbourne Argus became the first newspaper in the world to publish daily news pictures in full colour, a feat which seemed dramatic at the time, but is of little import in retrospect, more especially since the newspaper ceased publication in 1957.'

Comparative examples

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

Newspaper offices of the era include only this building and the Herald & Weekly Times building.

Selected Capital City Zone offices from the 1920s (The Argus building was both offices and workshop):

Street Number Name Date

- Collins Street 12 Victor Horsley Chambers 1920-1
- Little Collins Street 362-364 1920c
- Swanston Street 163-165 Swanston House, Ezywalkin Boot shoe and Slipper Store 1921
- Little Collins Street 313-315 Display Block 1921
- Swanston Street 248-252 Tattersalls Building 1922
- Queen Street 20-26 Yorkshire House 1922-1923
- Bourke Street 179-183 Bourke House 1922-1923
- Collins Street 405-407 Aldersgate House 1923
- Exhibition Street 30-40 Alley Building 1923, 1936
- Flinders Street 32-74 Herald-Weekly Times Building 1923-29
- Collins Street 422-428 Temple Court (also Little Collins St) 1923-4
- Bourke Street 323-325 Public Benefit Bootery, former 1924
- Collins Street 71-73 Harley House 1924
- Flinders Lane 165 McDonald & Co Ltd Building 1924
- Little Collins Street 445-453 Temple Court (rear) 1924
- Swanston Street 113 Capitol House 1924
- Lonsdale Street 439-445 Michaelis Hallenstein & Co building 1924
- Queen Street 94-98 RACV Building, former 1925
- Bourke Street 327-329 Deva House, former G J Coles & Co. Store 1925
- Russell Street 27-37 Cavendish House 1925c
- Queen Street 100-104 1925c
- Little Collins Street 306 Christies Piano Warehouse, former 1925c

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 284-294 La Trobe Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C-B** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

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

History

The Argus building was designed by Godfrey & Spowers and completed by Swanson Brothers in 1926. The Argus was one of Melbourne's three leading newspapers, all established in the founding years of the city, until its closure in 1956.

Description

This is a large building on a prominent corner site. It is a reinforced concrete construction, with a light well in the centre, and a rear façade facing onto a lane. The Elizabeth Street elevation is elaborately detailed with various pilasters, cornices and spandrels, all relatively flat and abstracted. A row of giant order Ionic columns that support a large opening on the first and second floors is the main feature. The columns are reportedly constructed of stone, while the remainder of the decoration is executed in cement render. The corner element is a separate, curved element, slightly more elaborately detailed, with a balcony over the corner doorway. The doorway, window above, and windows to each side, which all open into the double height Advertisement Hall, are the most elaborately decorated elements of the buildings, with moulded and patterned pilasters, cornices and window surrounds. The La Trobe Street elevation is practically devoid of decoration, featuring only grouped rectangular window openings, and a projecting vertical section, with a pair of windows to the Advertising Hall below, and the base level of the tower above. The tower features paired Ionic columns with individual entablatures on each side of each elevation, flanking a projecting plain window surround. The office entry is a rectangular opening.

Integrity

Entrance doors new, renovated ground level (Elizabeth Street), new window, ground (La Trobe Street).

Significance

The Argus Building is one of the major interwar office buildings in the city. It is given particular prominence by its location amongst much smaller buildings on the edge of the city, the still unfinished tower and the giant order stone columns on the Elizabeth Street façade,

lending an imposing quality suitable for a major metropolitan newspaper.

Historically, it is significant for housing the Argus newspaper for 30 years, and represents its major physical legacy. The Argus was one of Melbourne's three leading newspapers, all established the founding years of the city, until its closure in 1956.

Central City Heritage Study Review 1993

The building at 284-294 La Trobe Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay⁷⁶. The building at 284-294 La Trobe Street was assessed in this review and graded C on an A-E individual building scale.

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

History and Description

The Argus commenced publication in 1846 and enjoyed an early success which allowed it to absorb a number of smaller newspapers including the older Port Phillip Patriot which gave some credence to its claim to being Melbourne's first Newspaper. Through the nineteenth century, The Argus was prepared in premises on Collins Street opposite the Town Hall. This office was demolished and a new building erected on the same site in 1890.

The expanding daily soon outgrew this new home and another, purpose built building was constructed on the north-western corner of Elizabeth and La Trobe Streets in 1926 to designs by Godfrey Spowers. 1 The five storey building housed all the editorial and manufacturing functions required to produce The Argus and The Australasian newspapers. 2 The first edition of The Argus rolled from the presses of the new facility on 28 June 1926. The Herald and Weekly Times had constructed a similar complex on Flinders Street five years earlier.

The massive six storey building is a remarkably intact example of an interwar Classical design in which decorative elements are employed in a free and original manner. Each of the major facades of the building pursues a different compositional approach. On the Elizabeth street elevation multi storey columns rise from a heavy base to support the upper three storeys and cornice. The La Trobe Street elevation adopts the disposition of a commercial palazzo with four undecorated floors sandwiched between a heavy base and cornice. The two approaches are unified by a grouping of vertical elements at the corner of the building including an unadorned shaft rising to a rooftop temple form and a curved corner element rising through the full height of the building. It had been intended to erect a clock tower atop the corner grouping bringing the height of the tower above the roof to 108 feet (almost 33m). Although it is clearly depicted in early illustrations of the building, the addition was never carried out. The building was mentioned twice in Building Magazine, before and after completion, in which the architecture was somewhat lacking .

The Herald and Weekly Times Group bought the Argus newspaper along with the building in 1957 and subsequently closed the newspaper down. The building was later sold. Today it has been extensively refurbished internally and currently supports a number of small tenancies. Externally, the building is in excellent original condition except for some inappropriate signage at ground floor level and the removal of a large canopy to the Elizabeth Street elevation visible in early images of the building. Some interiors remain intact and the original Advertisement Hall (now the corner retail space is particularly notable for its scale and decoration.

Statement of Significance

The Argus Building, designed by Godfrey Spowers and completed in 1926 is of aesthetic and historical significance at a local level as an unusual and particularly free composition of classical elements within Melbourne's CBD. The building is a particularly massive facility which dominates its prominent corner site. The building housed the staff and production areas of the Argus newspaper from 1926 until the paper's closure in 1957.

Other heritage listings

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

⁷⁶ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Russell's building, 361-363 Little Bourke Street, Melbourne 3000



Figure 260 361-363 Little Bourke Street



Figure 261 361-363 Little Bourke Street, upper level

Historical associations with persons or events

Creation or major development date: 1939

Major owners or occupiers: Russell, R.G. Esq.

Designer(s): Peck, Arthur & Hugh

Builder(s): Unknown

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985⁷⁷: A,B,C,D,E,F): **C 3**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993⁷⁸: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985⁷⁹: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

The building at 361-363 Little Bourke Street, was completed in 1939 as a three storey brick building to the design of architects Arthur & Hugh Peck of 99 Queen Street for the Repco entrepreneur, Robert Geoffrey Russell.

Robert Geoffrey Russell and Repco

Robert Geoffrey Russell helped set up the Replacement Parts Pty. Ltd. (Repco) automotive spare parts, accessories and general equipment importers and manufacturers in 1926 in Elizabeth

⁷⁷ Referenced in the Melbourne Planning Scheme clause 22.04

⁷⁸ Referenced in the Melbourne Planning Scheme clause 22.04

⁷⁹ Referenced in the Melbourne Planning Scheme clause 22.04

Street, Melbourne. The next year Ford and General Motors set up car manufacturing in Australia creating a major spare parts opportunity for Repco. Successful trading enabled the Russell Manufacturing Co. Pty Ltd to be set up in 1927 at North Melbourne.

By 1930 Repco's piston-making factory moved to Burnley Street, Richmond. The trade name Repco was registered in that year.

By the mid 1930s, the company dominated the Australian automobile spare parts market, with more than 500 employees. By the late 1930s, the company's own manufactured parts accounted for more than two-thirds of its retail sales. Having bought out his partner, Bill Ryan, Russell combined the group's operations into a single business, Repco Limited, which was then listed on the Melbourne Stock Exchange. Russell was its chairman and managing director. The Second World War boosted Repco's manufacturing operations to support of the war effort, expanding its production capacity. Russell died in 1946. Robert Murray, in the *Australian Dictionary of Biography* describes him as follows:

Russell was one of a band of visionary, innovative and technically gifted entrepreneurs who provided a firm base for Australian manufacturing after World War I. The enterprises which they established helped the economy to adjust to peacetime conditions and later to recover from the Depression. In World War II their productive capacity was critical to the nation's survival.

The Modernistic style building in Doonside Street, Richmond was also built for the Russell Manufacturing Co., c1939. The company purchased a former plaster making factory at the site of 85-89 Burnley Street, on the corner of Doonside Street, and gradually expanded its works along Doonside Street: the Brabham Formula One engine was developed in the adjoining Repco factory at the Burnley Street corner. The Little Bourke Street building was developed at a time of major company growth leading up to the Second War, after the advent of Repco Ltd. on the Australian Stock Exchange.

The architects, the Peck brothers, were associated with a number of significant designs within the central City such as Capitol House (with Burley Griffin), the Moderne style Commercial Union Building, and the classical revival State Savings Bank of Victoria, 615-623 Collins Street, of 1924.

The building adopted the style of contemporary European Modernists most notably Willem Dudok, Director of Public Works for Hilversum in Holland from 1915. Dudok exerted a powerful influence on local architectural discourse in

Australia during the interwar period although a relatively small number of buildings drawing on his work were constructed locally.

The asymmetric façade of Russell's shop & office building comprises a tower at one end, containing the entry and stairwell which terminates a large horizontal window group at each floor level. Each window strip is set under concealed concrete lintels detailed as slim projecting hoods. The building has a reinforced concrete frame, a timber trussed roof, and cream and red brick external walls; the facade being finished in cream face brick with face red brick walls along the lane. Contrasting panels of brown heeler bricks are adjacent to the upper windows to accentuate the horizontality of the fenestration. The cream brickwork, glass bricks to the stairwell and steel framed windows elsewhere, are hallmarks of Dudok's work. The Modernistic façade is an effective stylistic appliqué to what is otherwise a conventional interwar building.

Some brickwork has been painted and the ground floor former café shopfront has been modified, albeit for another café, but the building as a whole retains a high degree of integrity to its early state at the upper levels.

How is it significant?

Russell's building is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

Russell's building is of aesthetic significance as a good example of a City building after the Modernistic style of Willem Dudok. Buildings in this mode are relatively uncommon within Melbourne's Capital City Zone.

The building is of historical interest for its association with the entrepreneur Robert G Russell, built at a period of major growth within his new Repco company.

Recommendations

This report recommends that:

- the building and associated land at 361-363 Little Bourke Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.

- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01⁸⁰.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

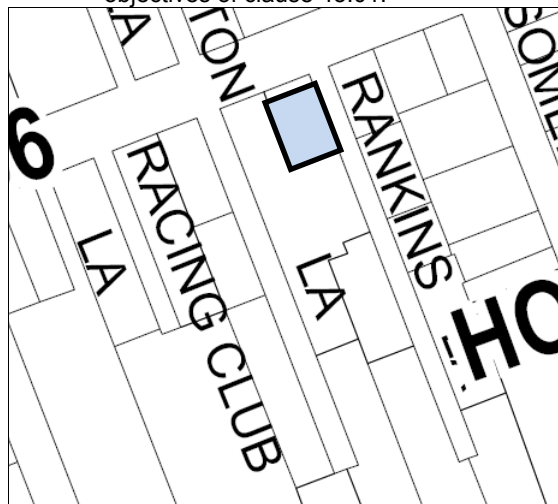


Figure 262 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';

i-Heritage

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include unpainted decorative brickwork and glass bricks. Alterations / Recommendations: Shopfront details altered (inappropriate - reinstate original design or sympathetic alternative), new awnings and signs extensive (both inappropriate - remove or reinstate sympathetic alternative).

Building Permit Application

Building Permit Application 1939, 20703; builders, designers, owner.

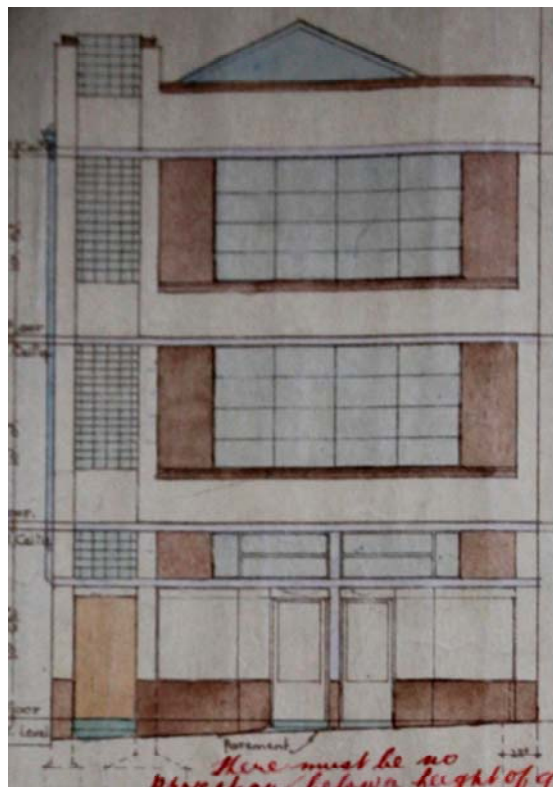


Figure 263 Building Permit Application 1939 street facade

City of Yarra Heritage Gaps Study: Repco

Graeme Butler & Associates, 2010. City of Yarra Heritage Gaps study: Repco buildings, Burnley St, Richmond

⁸⁰ Interiors and trees have not been assessed unless cited otherwise in the place description

Australian Architecture Index (AAI)

(Peck)

Hugh Peck (Hugh Leonard Peck), admitted to Fellowship RVIA and into partnership with Father Arthur Peck LF RVIA.

A & H L Peck 99 Queen St., Royal Victorian Institute of Architects Journal May 1937 p 68

Australian Dictionary of Biography

<http://www.adb.online.anu.edu.au/biogs/A160181b.htm>

Robert Murray, 'Russell, Robert Geoffrey (1892 - 1946)', Australian Dictionary of Biography, Volume 16, Melbourne University Press, 2002, p. 154.

Russell, Robert Geoffrey (1892 - 1946)

Birth: 26 May 1892, Castlemaine, Victoria, Australia

Death: 19 April 1946, Heidelberg, Melbourne, Victoria, Australia

RUSSELL, ROBERT GEOFFREY (1892-1946), manufacturer and distributor, was born on 26 May 1892 at Castlemaine, Victoria, son of Robert Frederick Russell, a school inspector from Ireland, and his second wife Lucy Coles, née Gammon, who was born in Victoria. Geoff grew up at Geelong and at Hawthorn, Melbourne. He completed his schooling at Scotch College, without showing the scholarly aptitude of his father. Instead, from an early age, he developed an intense interest in mechanical engineering. He was both a perfectionist and ambitious, but was not driven by love of money.

After completing an apprenticeship to a fitter and turner at the Glenferrie workshop of A. H. McDonald & Co., Russell worked as a journeyman motor mechanic at Wangaratta. He enlisted in the Australian Imperial Force on 22 March 1915 and served at Gallipoli and on the Western Front, mainly with the 6th Field Ambulance. Promoted sergeant in May 1916, he returned to Australia in June 1919 and was discharged from the army on 9 August. At Holy Trinity Cathedral, Wangaratta, on 14 April 1920 he married with Anglican rites Hazel Margaret Notcutt.

Russell had become a partner in a garage at Wangaratta in 1919. Restless and determined, he sold out after about two years and went into debt to buy a 'tin shed' workshop at Collingwood. There he established a specialist engine-reconditioning business which he registered as the Auto Grinding Co. Pty Ltd. His first equipment, obtained by hire purchase, included a Heald cylinder grinder, a lathe, a vertical drilling machine and a power hacksaw.

In 1924 Russell moved to larger premises in Queensberry Street, Carlton, the centre of Melbourne's motor trade. Two years later he and his friend Bill Ryan formed Replacement Parts Pty Ltd. Its office was located in Elizabeth Street. More genial than the taciturn Russell, Ryan proved an ideal partner. The company distributed automotive spare parts, accessories and general equipment, stocking its own products and those of other firms. Profitable trading enabled the Russell Manufacturing Co. Pty Ltd to be

set up (1927) in North Melbourne. By 1930 this piston-making factory had moved to Burnley Street, Richmond. The trade name Repco was registered that year.

Russell embarked on his ventures at a time of small-scale manufacturing in Australia, when proprietors often ate a sandwich lunch with their workers on the footpath; business lunches might consist of a meat pie, an apple slice and a cup of tea in a nearby café. Respected by his employees, Russell was one of the 'hard but fair' employers much valued in the period. He had a talent for welding a team from varied but complementary individuals. Several of his apprentices and trainees became Repco executives.

The number of motor vehicles in Australia grew rapidly: 123,000 were registered in 1921 and 656,000 in 1930. The expansion made Russell and Ryan wealthy. Their businesses catered for the numerous 'niche' requirements of an industry that had a proliferation of motorcar brands, an inconsistent quality of original components and difficulty in meeting the demand for parts. The Depression wrought mixed effects on Repco. More motorists chose to recondition and repair their vehicles rather than buy new ones. The Federal government increased protective tariffs on Australian manufactures. Both these developments enabled the business to survive a severe reduction in liquidity caused by customers who were slow—or failed—to make payments.

The Repco group of companies resumed their growth after the slump. Spare-parts branches were opened at Sale and Hamilton, and, under the umbrella of Replacement Parts (Tasmania) Pty Ltd, at Launceston and Burnie. By the mid-1930s the four companies employed over five hundred people and manufactured 60 per cent of the goods they sold. Russell bought out Ryan in 1936. Next year he floated Repco Ltd as a public company; he was its chairman and managing director. During World War II he worked fervently to supply the armed services' needs for engine parts and repairs. In addition to running Repco, he managed a plant for the Department of Aircraft Production. In spare moments he worked on aircraft cylinder heads at his home. His elder son Tom was killed in action in 1943 while serving with the Royal Australian Air Force.

Russell was one of a band of visionary, innovative and technically gifted entrepreneurs who provided a firm base for Australian manufacturing after World War I. The enterprises which they established helped the economy to adjust to peacetime conditions and later to recover from the Depression. In World War II their productive capacity was critical to the nation's survival. With probing, steel blue eyes and a rigid moral code, Russell became more reserved and aloof as he aged. He fell seriously ill in 1945, resigned from Repco's board, sold his controlling interest for some £200,000 and retired to his mansion, Amberley, at Lower Plenty. Survived by his wife, and their daughter and younger son, he died of a cerebral tumour on 19 April 1946 at Heidelberg and was cremated.

Select Bibliography

manuscript histories of Repco by J. Goode, and by R. Murray and K. White, in R. Murray/K. White papers

(University of Melbourne Archives); Repco papers (University of Melbourne Archives); private information

Reference for Business web site

Repco

362 Wellington Road
Mulgrave
VIC 3170
Australia
Telephone: +61 3 9566 5444
Fax: +61 3 9561 9538
Web site: <http://www.repco.com.au>

Public Company

Incorporated: 1922 as Automotive Grinding Company

Employees: 3,600

Sales: AUD 862.3 million (\$659.8 million) (2005)

Stock Exchanges: Australian

Ticker Symbol: RCL

NAIC: 441310 Automotive Parts and Accessories Stores

One of the flagships of the Australian manufacturing sector in the mid-20th century, Repco Corporation Ltd. has entered the 21st century as the leading retail reseller of automotive after-market parts and accessories in the Australian and New Zealand markets. The company operates a network of more than 430 branches throughout Australia and New Zealand and expects to boost its chain to more than 500 stores by 2008. The majority of the group's operations come from its Repco auto parts network, with more than 400 stores in Australia and New Zealand. Since 2003, the company, which traditionally targeted the trade market, has begun converting its store network to a dual format targeting both trade and retail customers. As part of that effort, the company also has been relocating many of its branches to more consumer-oriented retail locations. In addition to the Repco store network, Repco includes the Ingram automotive components import and distribution business, and the McLeod's motorcycle accessories business, both acquired from Alesco in December 2004. Another Repco division is Ashdown, which specializes in automotive electrical components, air conditioning, and fuel injection products. Ashdown operates its own network of 19 branches in Australia. In 2000, Repco began targeting the performance market with the creation of Motospecs, which specializes in the import and distribution of high-performance transmission, fuel, four-wheel drive, and other products. Founded in the early 1920s, Repco was part of the PacDun conglomerate (now known as Ansell) through the 1990s, before being spun off in a management buyout in 2001. The company has been listed on the Australian Stock Exchange since 2003. Michael R. Brown serves as company chairman, and Peter Mummery is the group's managing director.

Anticipating the Australian Automotive Market in the 1920s

The origins of Repco lay in the early 1920s, when Geoff Russell returned from service in World War I. Russell had recognized an opportunity for entering the automotive market. At the time, Australia had not yet developed its automobile market, and relied on imports.

Yet the limited availability of spare and replacement parts made it difficult to repair the imported cars. Russell entered this market, founding a business reconditioning automobile engines. In 1922, Russell set up shop in a shed in Collinwood, a suburb of Melbourne, calling the business the Automotive Grinding Company.

By 1924, Russell's business had grown enough to enable him to move the company to larger quarters in Carlton. A number of other entrepreneurs had entered the spare parts manufacturing market. At the same time, other companies developed with a specialty in importing spare parts. Yet obtaining parts and components remained difficult through the 1920s. In 1926, therefore, Russell decided to team up with a friend, Bill Ryan, who had been working for a business importing spare parts. The partners founded Replacement Parts Pty. Ltd. (Repco), setting the stage for what was to become one of Australia's manufacturing giants.

The year 1927 marked a new opportunity for the young Repco. In that year, Ford and General Motors came to Australia to set up the country's automotive manufacturing sector. The arrival of the two automotive giants, and the resulting increased availability of automobiles in Australia, provided a strong foundation for Repco's own growth.

In addition to developing their own import operation, Russell and Ryan began establishing a network of shops, eventually expanding to serve the entire Victoria region. The stores not only sold spare parts, but also produced parts in their own workshops. The company grew strongly, especially during the Depression years when many consumers sought to extend the lives of their vehicles rather than purchase new cars. During the 1930s, as well, Repco launched its first advertising campaigns, helping to boost its position in the market.

By the mid-1930s, the company had developed a central position in the Australian automobile market. Boasting more than 500 employees, the company's strong sales network had enabled it to build up its manufacturing wing as well. In the second half of the decade, the company's own production accounted for more than two-thirds of its retail sales. In the late 1930s, Russell bought out partner Ryan's stake in the business. Then, in 1937, Russell combined the group's operations into a single business, Repco Limited, which was then listed on the Melbourne Stock Exchange. Russell himself died in 1946.

Postwar Manufacturing Giant

World War II provided a boost to Repco's manufacturing operations. As the company turned its production to support of the war effort, the company also expanded its production capacity. In 1942, the company constructed new production facilities dedicated to its defense manufacturing business. This increased capacity in turn led the company to seek further expansion of its manufacturing operations, particularly during the postwar period.

Following the end of the war, the company began acquiring a number of other Australian automotive parts companies, such as PBR Corporation, founded by the Paton brothers in the 1920s and specialized in

the production of automotive braking systems. The expansion of its manufacturing range placed Repco in position to become a key player in a new development: the creation of the first "Australian" automobile.

Encouraged by the Australian government, which had been seeking to stimulate a homegrown automotive industry since the 1930s, General Motors Holden announced plans in 1944 to develop an automobile designed in Australia. More than 90 percent of the components for the mid-sized, affordable car were also to be manufactured in Australia. Repco and its subsidiaries quickly joined the Holden project as a major provider of components and systems for the automobile design. The Holden project also meant that for the first time Repco was not merely producing replacement parts. Instead, the company became responsible for the design and development of a number of Holden components, such as its pistons and cables, as well as a number of engine and brake components. Through its own growth and its acquisitions, the company's manufacturing base grew strongly. By the beginning of the 1960s, Repco controlled some 14 factories.

Repco's entry into original design manufacturing led the company into a new and exciting area in the 1950s. In 1954, one of the company's engineers, Charlie Dean, led a team in designing and building the Maybach race car. The Maybach was purchased and driven by a noted racing driver of the time, Stan Jones, who won the New Zealand Grand Prix with the car that year.

Recognizing the advertising potential in developing a racing car division, Repco became one of the sponsors for the Phillip Island Racing Club in 1955. The next major step in Repco's racing career came in 1958, when the company was approached by an up-and-coming Australian driver, Jack Brabham. Repco initially provided technical assistance to Brabham, who founded his own company, Motor Racing Developments, in England, to build cars for the Formula One circuit. The partnership helped Brabham win the Formula One World Championship twice, in 1959 and 1960.

The company's partnership with Brabham strengthened in the early 1960s, when Repco and Brabham collaborated on the design of a new vehicle, called the Repco Brabham. By the mid-1960s, the Repco Brabham had begun winning races, and in 1966 Brabham became the first driver to win the Formula One World Championship in a car bearing his own name. The Repco-designed engine was also the first Australian engine to win a world championship.

Repco's involvement in international racing was short-lived. By the end of the 1960s, the increasing professionalism of international racing circuits, as well as rapidly developing technological improvements in racing car design, had driven up the cost of participation. The arrival of a new engine design, the Cosgrove, in 1968 meant that Repco too would have to design and build a completely new engine to remain competitive. Repco decided that the cost of building a new engine was too high, and decided to exit Formula One racing. By the early 1970s, the company had abandoned racing altogether.

Nonetheless, racing had enabled Repco to build an international reputation. The success of the Repco Brabham—and the steadily growing popularity of racing in general—enabled the company and its subsidiaries to be targeting the export market, a rarity for Australian manufacturers of the time. The company continued acquiring other car parts manufacturers during the 1960s, and opened a number of new production facilities as well. The period saw Repco develop expertise in a number of related areas, such as compressed air systems, hydraulic hoses and systems, and control valves. By the end of the decade, Repco operated nearly 40 factories across Australia and had become one of the country's top manufacturing icons.

Read more: Repco Corporation Ltd. Company Profile, Information, Business Description, History, Background Information on Repco Corporation Ltd.

<http://www.referenceforbusiness.com/history/Qu-Ro/Repco-Corporation-Ltd.html#ixzz1Hful5smm>

Victorian Heritage Database (VHD)

EDMUND RICE CENTRE

7 Amberley Way LOWER PLENTY, Banyule City

Heritage Overlay Number HO94

'By 1935 Robert Geoffrey Russell, of the firm Robert Russell Pty Ltd, became the owner of the (former) house and 69 acres in Parts 3 and 4 (NAV £550). A second house was constructed in 1936-7...'

Repco unofficial web site:

<http://ocper.com/about/>

Robert Geoffrey Russell

The Australian Dictionary of Biography, Online Edition has a reasonably comprehensive biography for Geoff Russell [^], the man who almost laid the foundations for the early years of Repco.

Geoff Russell set-up a specialist engine reconditioning business known as "Auto Grinding Co Pty Ltd", in a "tin-shed" in Collingwood. Mr Russell was also the co-founder of Replacement Parts Pty Ltd, along with Bill Ryan in 1926. The Replacement Part Co was established as an importer of motor parts on an indent basis, and it was this company that went on to become Repco. According to the biography the "Repco" name was first registered in 1930.

The depression had a mixed impact on the fledgling company, with more people choosing to recondition cars rather than buy new ones. Protective tariffs increased by the federal government also helped to bolster the business. It was this increase in repairs and protectionism that helped buffer the company from the effects of reduced cash-flow; in this difficult time many customers were slow to pay or unable to pay their bills on time.

1936 saw Russell buy-out Ryan's share in the company. This was followed in 1937 by Repco's debut on the Stock Exchange as Repco Ltd, with Mr Russell serving as both Chairman and Managing Director.

The war years saw Mr Russell dedicated to war work both personally and professionally. Repco worked hard to meet the military's need for engine parts and repairs. Mr Russell was responsible for managing a plant for the Department of Aircraft Production. A sign of his dedication is the fact that Mr Russell worked on aircraft cylinder heads in his own home in his spare moments.

In 1945 Mr Russell fell seriously ill and resigned from the board. Mr Russell died of a cerebral tumour in April 1946 in Heidelberg.

Sources:

Australian Dictionary of Biography:
<http://www.adb.online.anu.edu.au/biogs/A160181b.htm>

Team Repco:
<http://www.teamrepco.com.au/ASP/Public/AboutRepco/History.asp>

Automotive Aftermarket Magazine April/May 2001 (PDF):
http://www.aftermarket.com.au/aftermarket/Archive/AM_AM01.pdf

Wikipedia: <http://en.wikipedia.org/wiki/Repco>

International Library of Company Histories:
http://findarticles.com/p/articles/mi_gx5202/is_2003/ai_n19123307

ACL Corporate History:
http://www.acl.com.au/web/aclwebsite.nsf/pg_corp_hist?OpenPage

'The Argus':

23 October 1940

' Company by the Name of R G RUSSELL PROPRIETARY LIMITED -Pursuant to Section 20 (8) (a) (II) -The particulars of the company are as...

1 The name address and description of the promoter is Robert Geoffrey Russell 618 Elizabeth street Melbourne manufacturer...

2 The names, addresses and description of the proposed directors are -Robert Geoffrey Russell of 618 Elisabeth street Melbourne manufacturer and Harel Margaret Russell of Amberley Lower Plenty married woman

3 The proposed situation of the registered office of the company is 409 Little Collins street Melbourne'

Sands & McDougall Melbourne or Victorian Directories

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

(D1935 small business listings)

(D1939 small business listings)

D1944-5 361 Phillips, Celerity sandwich shop, AJ Williams, 363 Perce, N engraver etc.

D1950 Phillips, WR welding supplies; Waltz-Inn Coffee Lounge; AJ Williams electrical instrument manuf.; 363 Perce, N engraver

D1955 Phillips, WR fibrous plaster manufs; Waltz-Inn Coffee Lounge; AJ Williams electrical instrument manuf.; 363 Perce, N engraver

Municipal rate records

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

No search carried out.

Relevant thematic history extract

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

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 67

4.6 BOOM AND BUST

UTILITIES...

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

Comparative examples

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

Selected Capital City Zone designs associated with Peck:

Architect Name Number Street Date

- Billing Peck & Kemter Higson Building 125-127 Flinders Lane 1912-1913
- Griffin, Walter Burley and Peck & Kemter Capitol House 113 Swanston Street 1924
- Hare Alder Peck & Lacey Evans House, later Rochelle House 415-419 Bourke Street 1929-1930
- Peck & Kemter State Savings Bank of Victoria 615-623 Collins Street 1923-1924
- Peck, Arthur & Hugh Shop & offices 361-363 Little Bourke Street 1939
- Peck, Arthur and Hugh Khyat & Co. 64-70 Lonsdale Street 1922
- Peck, Kemter & Dalton, in association with Phillip B. Hudson. Commercial Union Building, later AUC Office 409-413 Collins Street 1939-40

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 361-363 Little Bourke Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3 (scale of 1-3).

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

No citation provided

Central City Heritage Study Review 1993

The building at 361-363 Little Bourke Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay⁸¹. The building at 361-363 Little Bourke Street was assessed in this review and graded **C** on an A-E individual building scale.

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

History and Description

The building at 361-363 Little Bourke Street, was completed in 1939 as a three storey factory [BPA]. It was designed by architects A & HL Peck of 99 Queen Street for RJ Russell [BPA]. As constructed, the building adopted the style of contemporary European Modernists most notably Willem Dudok, Director of Public Works for Hilversum in Holland from 1915. Dudok exerted a powerful influence on local architectural discourse

during the interwar period although few buildings drawing on his work were constructed locally. Comparative factory examples generally comprise considerably larger buildings such as Harry Norris' Northern bakeries complex, (1939) or Edward Bilson's Signs Publishing Co (1936) and Sanitarium Health Food Company (1937). This building compares more readily with a number of blocks of flats constructed immediately prior to WWII in suburban Melbourne such as those at 56, 60 and 62 Simpson Street in East Melbourne.

The asymmetric facade comprises a tower containing the entry and stairwell adjacent to a large window grouping at each floor level. It is a reinforced concrete design finished in cream face brick with contrasting panels of smaller brown bricks adjacent to the upper windows. The glass bricks to the stairwell and steel framed windows elsewhere are hallmarks of Dudok's work. It is of note that the Modern facade is a stylistic appliqué to, what is otherwise, a conventional interwar building.

The ground floor has been extensively modified but the building retains a high degree of integrity to its early state at the upper levels. The building appears to be generally in good condition.

Statement of Significance

The factory building at 361-363 Little Bourke Street is of aesthetic significance at a local level as a good example of a building after the style of Dutch Modernist Willem Dudok. Buildings in this mode are rare within Melbourne's CBD.

References:

MCC building permit application (BPA) 20703, construction completed October 1939.

Other heritage listings

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

⁸¹ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Marks' warehouse, 362-364 Little Bourke Street, Melbourne 3000



Figure 264 362-364 Little Bourke Street



Figure 265 362-364 Little Bourke Street, west elevation t lane.

Historical associations with persons or events

Creation or major development date: 1889

Major owners or occupiers: Marks, Jacob & Benjamin

Designer(s): Evans, George de Lacy

Builder(s): Sanders, Thomas

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985⁸²: A,B,C,D,E,F): **C 2**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993⁸³: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985⁸⁴: A,B,C,D,E): **B**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

This warehouse was constructed for Jacob & Benjamin Marks, Elizabeth Street jewellers, by Thomas Sanders, in 1889. It was a four-level warehouse to the design of the important architect, George DeLacy Evans, who had

⁸² Referenced in the Melbourne Planning Scheme clause 22.04

⁸³ Referenced in the Melbourne Planning Scheme clause 22.04

⁸⁴ Referenced in the Melbourne Planning Scheme clause 22.04

already designed the highly significant warehouse group in nearby Niagara Lane for the Marks family (Victorian Heritage Register). AG Fullager & Co, a china and glass importer, was among the first occupants, followed by other importers and a hardware merchant.

Marks brothers warehouse is a good example of a boom period development and illustrates the exuberant modelling and eclectic mannered character frequently associated with designs of the period. The Queen Anne Revival style façade comprises a gable-ended parapeted form in face brick with rendered details drawn from classical and medieval sources in the manner of the style. Decorative pilasters rise through the full height of the building, capped by small pediments, to an ornate Roman arch set above a highly modelled cornice. Bartizan motifs, surviving parapet orbs, and a highly mannered pilaster bifurcating the surmounting pediment scrolls, are all part of the highly inventive assembly of architectural elements. The tiled spandrel panels are particularly notable. The wall facing Warburton Alley is of plain red brickwork with paired window openings.

The Queen Ann Revival style was introduced in the mid to late 1880s in Melbourne, making this building one of the key examples. The recession of the early 1890s brought an end to decorous designs. Although understated by comparison, the design draws on the same boom period spirit as George De Lacy Evans' Sum Kum Lee building (1887-8) at 112-114 Little Bourke Street and also compares with the significant warehouse group in nearby Niagara Lane.

There is a roof addition to the rear, the original face brick character of the building has been masked by painting and the modification of ground floor fenestration but the building remains, at the upper levels, near to its original state.

How is it significant?

Marks' warehouse is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

Marks' warehouse is of aesthetic significance as a good example of a boom period Capital City Zone warehouse, distinguished by its unusual and particularly flamboyant façade and its early use of the Queen Anne Revival style.

Historically it is of interest as one of the significant developments in this part of the City for the Marks family.

Recommendations

This report recommends that:

- the building and associated land at 362-364 Little Bourke Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01⁸⁵.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

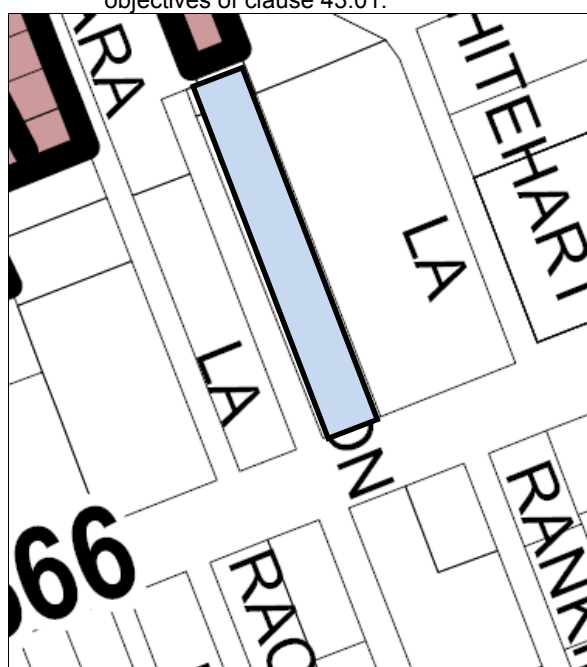


Figure 266 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

⁸⁵ Interiors and trees have not been assessed unless cited otherwise in the place description

Recommended for the Victorian Heritage Register? No.

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council

Keith and John Reid, 1976, CBD Study Area 7 Historic Buildings Preservation Council: 333 has 'environmental value to the area'. Not recommended to the Victorian Historic Buildings Register;

Building Permit Application

MCC Building Permit Application 5/3/1889: 3802 for a store, fee £3/3/ Lt Bourke Street west, builder/designer/owner.

i-Heritage

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): . Notable features include elaborate/high standard design of cement rendered surfaces. Alterations / Recommendations: Ground level rebuilt (inappropriate - reinstate original design or sympathetic alternative). Other Comments **CBD** study: has 'environmental value to the area'.

Mahlstedt fire insurance plan series:

Mahlstedt & Gee fire insurance plans 1888: plan 13: McLachlan hat maker 1 storey

Mahlstedt fire insurance plans 1910-1923 (MUA): 362 Day & Sons explosives. 4 levels, next Warburton Alley, central entry, windows either side of façade.

'The Argus':

Saturday 26 October 1889 Jacob & Benjamin Marks transfer of land from Old Law to Torrens. Part of Crown Allotment 6, Section 20, City of Melbourne, parish or North Melbourne, Grantee: Geo Lilly £40

Thursday 25 August 1887 lease offered by Marks of 131 Elizabeth Street of store in Niagara lane, 3 story, lift, office

Victorian Heritage Database (VHD):

23 - 31 Niagara Lane, MELBOURNE, Melbourne City, File Number B4430

Australian Architecture Index (AAI):

G. De Lacy Evans.

Tenders wanted for four 3 storied stores off Lonsdale St. west for Mrs M. Marks. Argus 17.7.1886, p 14;

G. De Lacy Evans

Amended tenders wanted for erection of four 3 storied stores in Niagara Lane, off Lonsdale St. west for Mrs M. Marks. Argus 9.8.1886, p 2

G. de Lacy Evans.

Illustration of 4 three-storey stores in Niagara Lane, off Lonsdale Street West, for Mrs, M. Marks.

Contractor: Daniel Sinclair Perspective View of Front. Australasian Builder and Contractor's News 17.9.1887

Sands & McDougall Melbourne or Victorian Directories

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

D1935 362-364 White, C J & Sons Pty. Ltd. hardware merch.

D1904 362-364 Smith & Son, cordage mfrs & gen. imptrs

D1893 364 Fullagar, A. G., & Co, glass and china importers

D1890 364 Fullagar, A. G., & Co, glass and china importers

(D880 Lt. Bourke Street west north side: 11 McLachlan, M, wholesale hat manufacturer

Right-of-way, 13 Meagher, William, gunsmith

Niagara lane

13 Miller, Robert, bootmaker

Municipal rate records

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

No search carried out.

Relevant thematic history extract

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

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 63

4.3 BOOM AND BUST

CITY ECONOMY

'Between 1861 and 1891 Melbourne's population quadrupled,

and the high rate of household formation encouraged massive suburban development, culminating in the land boom. The city centre benefited from the concentration of financial institutions catering not only to Victoria but to much of Australia.

Melbourne wholesale merchants also serviced intercolonial areas, like the Riverina of New South Wales, and the newly opened tracts of Queensland ...'

Lewis: 67

4.6 BOOM AND BUST

UTILITIES...

'In other respects the distribution of uses in the central city remained much as before. The banks had occupied Collins Street in the 1840s, and had consolidated there from the mid-1850s onward. By the 1880s all but one of the twelve banks had their headquarters in the street. 44 There were now some more specialised nodes of activity like the retail furniture trade in Bourke Street West, the softgoods merchants between Russell and Elizabeth Streets, and the hardware dealers in Little Collins Street, near Spencer Street. Davison has demonstrated this clustering of activities in map form. 45 The theatres and dance halls were in Bourke Street, and the brothels were in Stephen (Exhibition) Street ...By the 1880s the industries which had occupied the north bank of the Yarra were moving to the south bank, but a new concentration had developed in the west end of the city, especially about La Trobe and Lonsdale St..'

Lewis: 92

'THE CITY BEAUTIFUL: CITY ECONOMY

Despite everything Melbourne remained the financial centre of Australia.. Melbourne's role was guaranteed as a supplier of many goods to the Victorian hinterland and a very large proportion of goods to the metropolitan area... the centre retained a strong hold on much of the wholesale market..'

Lewis: 9

INTRODUCTION

'In the heart of Melbourne these economic phases have been laid one over another, each transforming though not totally obscuring its predecessor. Hardly anything survives of the pastoral period. A number of

structures remain from the gold period but they are small and have lost their context. A very much stronger imprint remains of the industries established between 1860 and 1890, especially in areas like clothing and footwear, though less in the cases of coach building, ironmongery, woodworking and so on.

Comparative examples

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

Selected DeLacey Evans designs in the Capital City Zone:

Name Number Street Date Value

- Marks' warehouses 25-31 Niagara Lane 1887 A
- Sum Kum Lee General Store 112-114 Little Bourke Street 1888 A
- Marks brothers warehouse 362-364 Little Bourke Street 1890 C
- Mornane's Warehouse, later Chinese Cookshop 11-13 Heffernan Lane 1891 B
- 266 Exhibition Street 1891 B

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 362-364 Little Bourke Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 2(scale of 1-3).

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

No citation provided

Central City Heritage Study Review 1993

The building at 362-364 Little Bourke Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay⁸⁶. The building at 362-364 Little Bourke Street was assessed in this review and graded **C** on an A-E individual building scale.

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

History and Description

Campton House, was constructed in 1889-90 [Reid] as a five storey warehouse and office complex [Butler]. The designer and builder are not known although AG Fullager, a china and glass importer, was the first occupant [D1890]. It is a good example of a boom period warehouse development and illustrates the exuberant modelling and eclectic mannered character frequently associated with designs of the period. The facade

comprises a gable-ended design in face brick with rendered details. Decorative pilasters rise through the full height of the building to an ornate arch above a highly modelled cornice. The recession of the early 1890s brought an end to decorous designs on so lavish a scale. Although understated by comparison, the design draws on the same boom period spirit as George De Lacy Evans' Sum Kum Lee building (1887-8) at 112-114 Little Bourke Street and Thomas Watts' Robbs Building (1885, since demolished).

The original face brick character of the building has been masked by painting and the modification of ground floor fenestration but remains, at the upper levels, particularly intact to its original state. The building is in good condition.

Statement of Significance

Campton House is a boom period warehouse and office development. It is of aesthetic significance at a local level as an example of a CBD warehouse and for its unusual and particularly flamboyant facade.

Footnotes:

- Reid, 1980, CAD Study: 333.
- Butler, 1985, CAD Conservation Study: 362-364 Lt Bourke Street.
- Sands & MacDougall, Directory of Victoria (D), 1890.

⁸⁶ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Other heritage listings

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

Warburton's shops & warehouses, 365-367 Little Bourke Street, Melbourne 3000



Figure 267 365-367 Little Bourke Street



Figure 268 365-367 Little Bourke Street, west wall to lane looking north.

Historical associations with persons or events

Creation or major development date: 1887

Major owners or occupiers: Warburton, Thomas

Designer(s): Twentyman & Askew

Builder(s): Radden, William

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985⁸⁷: A,B,C,D,E,F): **C 3**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993⁸⁸: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985⁸⁹: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

Warburton's shops & warehouse building was constructed in 1887 as a three storey warehouse

⁸⁷ Referenced in the Melbourne Planning Scheme clause 22.04

⁸⁸ Referenced in the Melbourne Planning Scheme clause 22.04

⁸⁹ Referenced in the Melbourne Planning Scheme clause 22.04

for Joseph Warburton at the corner of Warburton Lane, the location of Thomas Warburton's iron merchandising business, and east of the gigantic Kirk's Horse Bazaar that attracted this type of hardware business. The designers were Twentyman & Askew who specialised in warehouse architecture in the late Victorian-era and the builder, William Radden of Rae St, Fitzroy.

Shown in 1888 as three, 3-level stores, the west half facing Little Bourke Street was Day & Sons ironmongery; the eastern half was occupied by T&C Timms, ironmonger, and the rear store was occupied by A Nicholls & Co. In the Edwardian-era, the stores had reverted to the Warburton ownership, as the rear part of his large iron merchandising business which faced Bourke Street (380-384). This Bourke Street Warburton building survives in an altered form.

Thomas Warburton

Mr & Mrs Thomas Warburton arrived in Melbourne in 1853 on 'the Birmingham', the same ship as Thomas Stokes, the diesinker who was to strike many tokens for him and other Australian businesses. From the early 1860s, Warburton advertised in 'The Argus' Building Materials column typically as 'Corrugated and Plain Iron all lengths and gauges, zinc 8, 9. Warburton's 11 Little Bourke street west.' Warburton built a machine for producing spouting based on an American design and the company soon became the major supplier of these products for the colonies of Australia and New Zealand. By 1866 they moved into larger premises, buying up the block at 23 Bourke Street West, running from Bourke Street right through to Little Bourke Street. Warburton took a quarter page advertisement in the Sands and McDougall Melbourne Directory for 1867, describing his business as 'Galvanised Iron and Zinc Spouting Manufacturer, Importer of Plain and Corrugated Iron, Cast Iron, OG, and Ornamental Gutters, &c.'

Warburton was involved in the notorious Polynesia Company Limited that acquired large tracts of land in Fiji and created the town of Suva among their other developments. He also salvaged maritime scrap metal in the Pacific Islands until 1871 when he and other traders on a 'blackbirding' ship, the Meva, were killed by mutineers. His widow, Martha Warburton managed the business until 1886 when she handed it over to Thomas H. and Ada Warburton who administered the business until c1908, when Alfred E. Warburton assumed control. Martha Warburton died in 1896. The company remained there for 108 years until 1966 when the business relocated to Kavanagh Street in South Melbourne

This business survives today as Thomas Warburton Pty. Ltd., owned by the multinational Wurth Group. The company is based in Mulgrave, with branches at Sunshine, Kilsyth, Ballarat and Campbellfield.

A representative example of an early warehouse in an Italian Renaissance Revival mode, Warburton's shops & warehouses building has a rendered classical revival façade to Little Bourke Street and dichrome face brick to Warburton Lane. Segmental window arches are used on the façade top level and full arches on the first level, each with heavily moulded architraves and impost mouldings. Pilasters and quoining trim either end of the main elevation. Key decorative elements include the architraves with keystones to arcuated windows and a decorative main cornice.

The first warehouse wing in Warburton lane has a distinctive raised parapet section central to the pair with scrolls either side, while the third of the warehouses has a lower eaves line and grouped window openings in the Venetian manner. Adjoining on the south is a tall-arched Edwardian-era (or later) warehouse which relates well with the earlier building, probably as part of the Warburton empire.

The dark paint colour on Little Bourke Street façade and return wall has masked the early character of the building but the Warburton Lane façade retains most of the dichrome brickwork and openings of the original design, with their corbelled arch heads. The main ground floor elevation has been modified with large openings and existing openings on the lane have also been closed-in and services, new large unrelated openings and upper level balconette added. However the building has retained its early warehouse character, particularly the Warburton Lane façade.

How is it significant?

Warburton's shops & warehouse building is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

Warburton's shops & warehouses building is of aesthetic significance as a good example of an early dichrome brick and render warehouse in the Italian Renaissance Revival mode within Melbourne's Capital City Zone.

Historically it remains part of the extensive Thomas Warburton metal merchandising complex as the forerunner of a large hardware supply enterprise that remains active today.

Recommendations

This report recommends that:

- the building and associated land at 365-367 Little Bourke Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01⁹⁰.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.



Figure 269 proposed heritage overlay, perimeter determined by building

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

⁹⁰ Interiors and trees have not been assessed unless cited otherwise in the place description

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council

Keith and John Reid, 1976. CBD Study Area 7 Historic Buildings Preservation Council: page 305
Recommended- no Historic Buildings Register ; cites rate books Mrs Raines as occupier of brick shop and 3 rooms, Mrs Warburton as owner until 1886; 1887 brick 3 flats, with 2 shops one by T Timms, the other Day & Low, offices occupied by H Graham and printing office by G Cook.

Building Permit Application

Burchett Index; MCC Building Permit Application (BPA) 11/10/1886: 2459 fee £6, shops & warehouse, owner, designer, builder.

VPRO MCC Building Permit Application register 1912-16: 11/1/1912 brick factories and additions for Warburton Trust in Warburton and Rankins Lanes, fee £10/14 (large) .

I-Heritage

MCC i-Heritage: Graeme Butler, 1984. Central Activities District Conservation Study - Building Identification Form (BIF): Notable features include unpainted decorative brickwork; factory/ warehouses adjoin at rear. Alterations / Recommendations: New shopfront (sympathetic), awning new, upper illuminated sign new, light and air units added (all inappropriate - remove or reinstate sympathetic alternative), verandah gone (inappropriate - reinstate original design or sympathetic alternative). cites Building Permit Application

Mahlstedt fire insurance plan series:

Mahlstedt & Gee fire insurance plans 1888: plan 13: 16, 16A Lt Bourke Street West - 3 levels, west part Day & Sons ironmongery, east part T&C Timms, ironmonger, rear store was A Nicholls & Co; 'T Warburton iron merchant' shown south end of Warburton lane

Mahlstedt fire insurance plans 1910-1923 (MUA): all shown as part of 'T Warburton'

Australian-building: Warburton

Lewis, Miles web site: <http://mileslewis.net/australian-building/pdf/metals/metals-galvanized-iron.pdf> cites Warburton as having a galvanised iron works from 1859- see Thomas Warburton of 28 Little Bourke Street West: C B Mayes, *The Victorian Contractors' and Builders' Price-Book* (Melbourne 1859), pp xvii & xxii.

eMelbourne web site:

Warburton Lane

'Located between Queen and Elizabeth streets, Warburton Lane extends south from Little Bourke Street. It was named pre-1895 after Thomas Warburton, a galvanised iron merchant who traded from this lane. In 2007, Warburton Lane was host to the City of Melbourne's Laneway Commissions art installation 'Chandelier', created by Angela Morgan, Isla Shaw and Kylie Mitchell. '

'The Argus':

Thursday 20 October 1887 : Thomas Warburton advert for iron pipes, water meters, copper sheet, brass tube 23 Bourke Street West

Saturday 9 July 1898 Thomas Warburton and others convene a meeting to support Jacob Marks in bid for Council post. Edward Keep in the chair.

Thursday 2 July 1896

Death of Martha widow of Thomas, aged 67 'a colonist of 42 years'

Museum Victoria website: Thomas Warburton

<http://museumvictoria.com.au/collections/themes/2500/thomas-warburton-iron-zinc-spouting-works-melbourne-victoria>

'Thomas Warburton, Iron & Zinc Spouting Works,

Gardner opens his biography of this hardware manufacturer with the comment that 'The success that has attended the iron and zinc spouting business of Thomas Warburton, 384 Bourke-street, Melbourne, has been perhaps due as much to the enterprise and energy and devotion of his wife, as to the enterprise and push of the man who established it, and I regret that space forbids the inclusion of much that goes to show what a woman imbued with the spirit of independence and determination to reap success and devoted to her husband and children can accomplish'.

The recently married Mr & Mrs Warburton arrived in Melbourne on New Year's Day 1853 on the Birmingham, according to Gardner. Warburton came to Australia on the same ship as Thomas Stokes, the diesinker who struck tokens for him and many other Australian businesses. This is supported by the PROV Index of Immigrants to Victoria, which records that a vessel of that name brought a Mr and Mrs Thos Warburton and a Thomas Stokes to Victoria in January 1854. Gardner states that they came from Altrincham, near Manchester in England.

In the booming times of early 1854 Thomas initially found it hard to get work as an Engineer. Mrs. Warburton, however, was able to earn around a pound

a day by making tents, which were then in huge demand because of the gold rush. He soon found work, and entered into a unsuccessful partnership that was soon dissolved, 'Mrs Warburton declaring that there should be no more partnerships, that she alone would be her husband's partner, and she was until his death,' (Gardner).

The first sign of the business that the couple founded comes from the early 1860s. Warburton advertised in the Argus' 'Building Materials' column. His standard text in 1861 was 'Corrugated and Plain Iron all lengths and gauges, zinc 8, 9. Warburton's 11 Little Bourke street west.' Warburton built a machine for producing spouting based on an American design and the company soon became the major supplier of these products for the colonies of Australia and New Zealand. By 1866 they moved into larger premises, buying up the block at 23 Bourke Street West, running from Bourke Street right through to Little Bourke Street. In the Sands and McDougall Melbourne Directory for 1867 he took a quarter page advertisement, describing his business as 'Galvanised Iron and Zinc Spouting Manufacturer, Importer of Plain and Corrugated Iron, Cast Iron, OG, and Ornamental Gutters, &c.'.

About this time Warburton began speculating in salvaged goods obtained from wrecks he purchased, sometimes in combination with other investors. He also began sending ships he had purchased out to Fiji, and when he was informed that one of the Captains had taken a ship as his own, followed him to reclaim it. He traded in the Pacific Islands until 1871. (Gardner)

In that year he was returning to Australia via the Samoan Islands with a number of other traders on a 'blackbirding' ship, the Meva, a vessel bringing Island labourers to Queensland. The labourers mutinied and killed the five Europeans on board and one Fijian man. Gardner records that Mrs. Warburton saw the mutiny in a dream. (Gardner)

Mrs. Warburton managed the business until 1886 when she handed it over to Thomas H. and Ada Warburton. They administered the business until roughly 1908, when Alfred E. Warburton assumed control of it. Mrs. Warburton died in 1896. In the 1880s, when the street numbers were brought into a single sequence rather than being divided in to "East" and "West" sections at Elizabeth Street, 23 Bourke Street West became 384 Bourke Street. John Hope notes that Warburton Lane and Warburton Alley, running off Little Bourke Street, still exist in 2005.

John Hope points out that the business still exists today as Thomas Warburton Pty. Ltd., and is now owned by the multinational Wurth Group. The company is based in Mulgrave, with branches at Sunshine, Kilsyth, Ballarat and Campbellfield. The company's website gives the following description of their history and current business:

'Thomas Warburton Pty. Ltd. was founded in 1858 at 384 Bourke Street, Melbourne where it remained for 108 years. In 1966 the business relocated to Kavanagh Street, Southbank and in 1998 the head office and main warehouse functions were moved to 16-26 Dunlop Road, Mulgrave.'

The company's website describes their current business in the following terms:

'Constant expansion and continuing growth provides greater service to our customers. We now have four branches in Victoria, all connected by one of the most advanced computer systems available. With over 70,000 lines on the shelf at any one time ranging from the smallest screw to the largest ladder available we have everything to cover your industrial needs.' (from Warburton's website 'Company Profile' page)

The seven tokens struck for Thomas Warburton were all issued in 1862, bearing on the obverse his address, 11 Little Bourke Street, and the name of the business. The reverse was a stock reverse made by Thomas Stokes, featuring the Australian arms and the motto 'Advance Victoria/1862.'



Figure 270 Thomas Warburton token (Museum Victoria)

References:

Gardner, F. (1910). 'Trade tokens and the firms who issued them.' *The Australian Storekeepers and Traders Journal*. 30 June, pp.9-10

Public Records Office of Victoria. Internet index to Unassisted Immigrants to Victoria, 1852-1923. VPRS series 7666

Sharples, J.(1993). 'Catalogue of Victorian Trade Tokens.' *Journal of the Numismatic Association of Australia*. Vol. 7. December, pp.67-68.

Advertisement. *The Argus*. 9 December 1861: p.7

Advertisement. *Sands and McDougall Melbourne Directory for 1867*. Advertisements section: p. 62

Thomas Warburton Pty. Ltd.. Company website. [Http://www.warburtons.com.au/](http://www.warburtons.com.au/). [accessed 2005]

Hope, John. 'Warburton, T.' (2005). Unpublished MSS, 3pps.'

Sands & McDougall Melbourne or Victorian Directories

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

D1904:
(363 Morris, Frederick B.. gun maker)
365 Pownceby, John, bookbinder
367 White, David, Topic cycle works
Warburton la—
(307a Tytherleigh...)

D1893:
(363 Morris, F. B., gun maker)
367 Day, William, & Son, saddlers' ironmongers
(Warburton la. 367A Hiscoke Bros.)

D1880: Little Bourke Street W-S side
(Rankin's alley
Ready, Mrs
Keeley, Mrs
12 Richardson, Samuel S, hairdresser
14 Coleman, J.
16 Baynes, Mrs Margaret, grocer
Crystal alley
Altson,...)

Municipal rate records

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

Relevant thematic history extract

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

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 63

'Between 1861 and 1891 Melbourne's population quadrupled, and the high rate of household formation encouraged massive suburban development, culminating in the land boom. The city centre benefited from the concentration of financial institutions catering not only to Victoria but to much of Australia.

Melbourne wholesale merchants also serviced intercolonial areas, like the Riverina of New South Wales, and the newly opened tracts of Queensland ...'

Lewis: 67

4.6 BOOM AND BUST

UTILITIES...

'In other respects the distribution of uses in the central city remained much as before. The banks had occupied Collins Street in the 1840s, and had consolidated there from the mid 1850s onward. By the 1880s all but one of the twelve banks had their headquarters in the street. 44 There were now some more specialised nodes of activity like the retail furniture trade in Bourke Street West, the softgoods merchants between Russell and Elizabeth Streets, and the hardware dealers in Little Collins Street, near Spencer Street. Davison has demonstrated this clustering of activities in map form. The theatres and dance halls were in Bourke Street, and the brothels were in Stephen (Exhibition) Street ...By the 1880s the industries which had occupied the north bank of the Yarra were moving to the south bank, but a new concentration had developed in the west end of the city, especially about La Trobe and Lonsdale St.'

Lewis: 92

'THE CITY BEAUTIFUL: CITY ECONOMY

Despite everything Melbourne remained the financial centre of Australia.. Melbourne's role was guaranteed as a supplier of many goods to the Victorian hinterland and a very large proportion of goods to the metropolitan area... the centre retained a strong hold on much of the wholesale market.'

Lewis: 9

INTRODUCTION

'In the heart of Melbourne these economic phases have been laid one over another, each transforming though not totally obscuring its predecessor. Hardly anything survives of the pastoral period. A number of structures remain from the gold period but they are small and have lost their context. A very much stronger imprint remains of the industries established between 1860 and 1890, especially in areas like clothing and footwear, though less in the cases of coach building, ironmongery, woodworking and so on.

Comparative examples

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

Selected Capital City Zone designs by Askew and Twentyman:

Name Number Street Date Value

- Briscoe & Co warehouse 392-396 Little Collins Street 1882-3 C
- Ballarat Star Hotel 226-228 Swanston Street 1887 B
- Warburton's shops & warehouse 365-367 Little Bourke Street 1887 C
 - Heape Court (rear 359 Lt. Lons) 1887 C
- Shop & Residence 239 Lonsdale Street 1888-1890c D
- Melbourne Storage Co., former 541-561 Lonsdale Street 1890 B
- Melbourne Tramway & Omnibus Co. Building 669-675 Bourke Street 1890 B
- Block, The 280-286 Collins Street 1890- A

- Stalbridge Chambers 435-443 Little Collins Street 1891 A
- Warehouses 213-219 Russell Street 1891-2 B
- Block Arcade 96-102 Elizabeth Street 1892- A
- 261 Elizabeth Street 1898 C
- Keep Bros & Wood workshop and showroom, later Stramit Building 96-102 Franklin Street 1903 C
- Askew House 364-372 Lonsdale Street 1937 C

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 365-367 Little Bourke Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

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

No citation provided

Central City Heritage Study Review 1993

The building at 365-367 Little Bourke Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay⁹¹. The building at 365-367 Little Bourke Street was assessed in this review and graded **C** on an A-E individual building scale.

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

History and Description

The building at 365-367 Lt Bourke Street was constructed in 1887 [Reid] as a three storey

⁹¹ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

factory and warehouse. The designer and builder are not known although Day & Sons, saddlers appear to have been the first occupants. It is a representative example of an early warehouse in a late Renaissance Revival mode. The building was constructed in polychrome face brick with rendered ornamental details. Key decorative elements include hood mouldings with keystones to arcuated windows and a decorative cornice. The Little Bourke Street facade has been painted which has to some extent masked the early character of the building but the Warburton Lane façade retains the polychrome brickwork and openings of the original design.

The ground floor has been extensively modified with large openings and inappropriate tiling present but the building in general and the Warburton Lane facade in particular has retained its early warehouse character.

Statement of Significance

The former factory and warehouse at 365-367 Lt Bourke Street is of aesthetic significance at a local level as a good example of an early warehouse in the Renaissance Revival mode within Melbourne's CBD.

Footnotes:

- Reid, 1980 (sic), CAD Study, p 305; suggests a construction date of 1887
- Sands & MacDougall, Directory of Victoria, 1885, 1890 suggest a slightly later construction date.

Other heritage listings

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

Drayton House, 373-375 Little Bourke Street, Melbourne 3000



Figure 271 373-375 Little Bourke Street in context



Figure 272 373-375 Little Bourke Street, west elevation to lane



Figure 273 373-375 Little Bourke Street

Historical associations with persons or events

Creation or major development date: 1938-1939

Major owners or occupiers: Donne, John estate (Equity Trustees)

Designer(s): King, RM & MH

Builder(s): Unknown.

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985⁹²: A,B,C,D,E,F): **C**

MCC Place Value Definition 1985:

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

⁹² Referenced in the Melbourne Planning Scheme clause 22.04

Building grading 1993 (Central Activities District Conservation Study 1993⁹³: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985⁹⁴: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

Statement of Significance

What is significant?

Architects RM & MH King designed this four-storey reinforced concrete building in 1937 for the Equity Trustees Ltd., acting for the John Donne estate. The Kings were known for their Moderne style design work during the inter-war period with many significant domestic commissions that survive but also some commercial city work, including 370 Little Bourke Street opposite. This refacing of a Victorian-era warehouse in the Moderne style (altered) adjoins the existing John Donne & Son retail outlet at 372 Little Bourke Street.

John Donne, a gentleman, had died a wealthy man at his home Walton Villa in Barkly St, St Kilda in 1912. His executor was the bookseller and stamp dealer Charles B Donne and his shop (John Donne & Sons) was at Little Collins St, later at 300 Little Bourke St. The names Drayton and Donne are linked in history to two well known poets, Michael Drayton (1563-1631) and John Donne (1572-1631). This site was mentioned among others in Donne's will as part of CA5/20 North Melbourne parish on the corner of Little Bourke and Racing Club Lane, with one storey shops and horse stalls at the rear, all valued at £2445.

⁹³ Referenced in the Melbourne Planning Scheme clause 22.04

⁹⁴ Referenced in the Melbourne Planning Scheme clause 22.04

Building permit applications were made in February for 'erection of a building' estimated to cost £8000 and in March for a shopfront and a cantilevering awning. A typical floor had a concrete encased stair at each end, one with a lift and lobby adjoining and the other with toilets; both stairs had slim steel flat balustrading. The floor system was hollow terracotta block work, as permanent formwork. The ground level shopfront had showcases either side of a central recessed entry, with fully glazed timber framed doors.

Moderne in style, the building has horizontal metal-framed glazed strips (reglazed) abutting the stairway vertical feature at the lane. This element has three vertically aligned port holes and a centrally placed vertical glazing strip terminating on three 100mm concrete fins at the parapet. The spandrels between the glazing strips are now rendered in a ruled tile pattern with supporting concrete 100mm deep slabs under each and over the top window strip as a shallow hood. The building permit application drawings showed the spandrels finished with 9x9" terracotta tiles. The remaining building facing the lane is plainly treated.

Works have been done in 1965 to the shopfront and entry, \$500,000 spent on upgrading the façade tiles and foyer in the late 1980s along with a later shop fit out. The shopfront and awning are new and glass bricks have been added to the foyer lane wall. Various painted and three-dimensional signs have been added.

Like key Modernistic designs such as the earlier Yule House, also set in a narrow City Street, Drayton House is a minority style within the Capital City Zone.

How is it significant?

Drayton House is significant aesthetically to the Melbourne Capital City Zone.

Why is it significant?

Drayton House is aesthetically significant as a well executed Moderne Style design on a modest scale and at a discrete site. The architects, RM & MH King, are well known for this architectural style and this is a good example of the commercial side of their work which is not well represented elsewhere.

Recommendations

This report recommends that:

- the building and associated land at 373-375 Little Bourke Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**C**) should be applied in the context of the

associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.

- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01⁹⁵.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

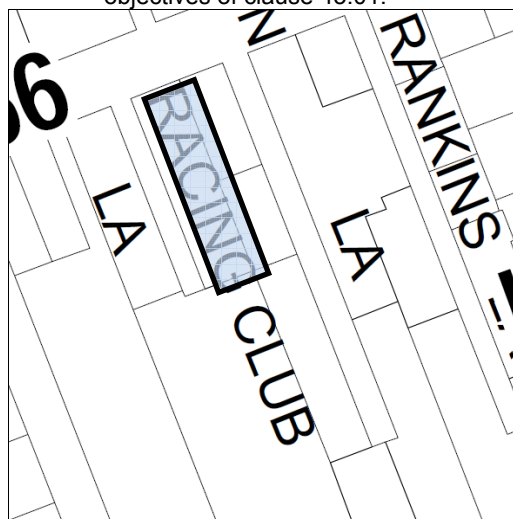


Figure 274 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;

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

Historic Buildings Preservation Council

Keith and John Reid, CBD Study Area 7 Historic Buildings Preservation Council, 1976: page 303 4 storey shop and offices, early modern, reinforced concrete, not recommended to Historic Buildings Register.

I-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include unpainted cement render; supported shop verandah; tiled façade and round windows. Alterations / Recommendations: Ground level details and finishes new (inappropriate - reinstate original design or sympathetic alternative).

Building Permit Application

Building Permit Application 1938, 19142: owner, designer.

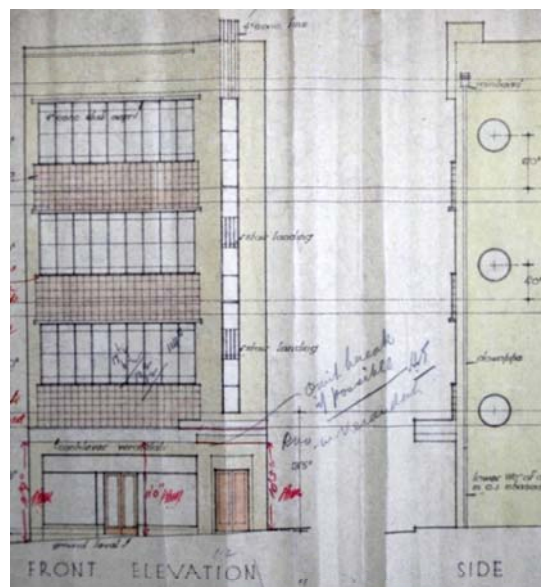


Figure 275 Building Permit Application 1938 (detail)

Australian Architecture Index (AAI):

R.M. & M.H. King.

⁹⁵ Interiors and trees have not been assessed unless cited otherwise in the place description

Heritage Assessment of 373-375 Little Bourke Street, Melbourne

Description of proposed 3 storey factory in Hardware Lane, City. Age 23.5.1939 in RVIA Press Cuttings 1939

R.M. & M.H. King.

Description of new factory building being constructed in Hardware St., Melbourne. Illus. Perspective. Age 15.8.1939 in RVIA Press Cuttings 1939

R.M. & M.H. King, architects, for conversion of 'Windsor House' (built in 1889) to offices & factories at 208-212 Lt. Lonsdale St., between Swanston & Elizabeth Sts. Article. Age 16.1.1934 in Royal Victorian Institute of Architects press cuttings (State Library of Victoria collection:), 1933-4

R.M. & M.H. King, architects for newly commenced renovations to Parer's Crystal Cafe, 200 Bourke St., Article. Age 4.4.1933 in RVIA Press Cuttings 1933-4

R.M. & M.H. King, architects, for remodelling shops at 372 Post Office Place (Lt Bourke St). Age 30.5.1933 in RVIA Press Cuttings 1933-4

'The Argus':

Wednesday 27 September 1916

Probate of John Donne estate (d 22 /9/1912) £76,737

'The Equity Trustees Company Limited and Mrs. E. C. Donne are applying for pro bate of the will of Charles Bulwer Donne, deceased, so far as relates to the property vested in the said C. B. Donne as the sole executor of the will of his father, the late John Donne, who died on September 22, 1912. The assets in the estate of John Donne are now sworn at £76,737, consisting of, real estate £31,700, personal estate £44,222, plus income accrued to the date of death of the former executor £815. Subject to the payment of various annuities, the estate is divisible amongst the grandchildren of John Donne living at the time of the death of the survivor of his children.'

Cyberessays web site:

This essay will go on to look at two poets, Michael Drayton, a 16th century poet and John Donne, a 17th century poet and examine...

State Library of Victoria collection

Biographical index

'The Early Australian Bookseller' 1980: 34 on John Donne 1830-1912

Probate

VPRO Donne probate:

Series number: VPRS 28

Consignment number: P0003

Unit number: 356

Sands & McDougall Melbourne or Victorian Directories

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or

Victorian Directories dating from the 1850s to 1974.

D1906 Donne, Charles B (Donne, John & Sons) stamp dealer, 364 Lt. Collins St, 22 Barkly St, St K.

D1944-5, D1955 lists occupiers includes Slazenger Pty Ltd

Municipal rate records

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

No search carried out.

Relevant thematic history extract

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

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 67

4.6 BOOM AND BUST

UTILITIES...

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

Comparative examples

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

Selected Capital City Zone factories of late inter-war period:

Street Number Name Date

- Lonsdale Street 18-30 Taubman Pty Ltd, former 1930c
- A'Beckett Street 190 1935c
- A'Beckett Street 143-151 Advocate Press Building 1937
- King Street 54-60 Victorian Butter Factories Co-operative B 1938
- Little Bourke Street 373-375 Drayton House 1938-1939

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 373-375 Little Bourke Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of (scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 373-375 Little Bourke Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay⁹⁶. The building at 373-375 Little Bourke Street was assessed in this review and graded **C** on an A-E individual building scale.

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

No citation provided.

Other heritage listings

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

⁹⁶ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**City West Telephone Exchange,
434-436 Little Bourke Street,
Melbourne 3000**



Figure 276 434-436 Little Bourke Street



Figure 277 434-436 Little Bourke Street- precise
façade detailing



Figure 278 Entrance, high integrity to construction.

**Historical associations with persons
or events**

Creation or major development date: 1929
design, 1935-7

Major owners or occupiers: Post Master General
Department Australian Government

Designer(s): Murdoch, JS Commonwealth Director-
general of Works

Builder(s): Burne, W. C. & Sons, of Richmond

Place evaluation

Building grading and streetscape level 1985
(Central Activities District Conservation Study
1985⁹⁷: A,B,C,D,E,F): **B 2**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District
Conservation Study 1993⁹⁸: A,B,C,D,E): **B**

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

⁹⁷ Referenced in the Melbourne Planning Scheme clause
22.04

⁹⁸ Referenced in the Melbourne Planning Scheme clause
22.04

Building grading level 2011 (Central Activities District Conservation Study 1985⁹⁹: A,B,C,D,E): **B**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

W. J. Thomas of the Geelong Customs House had experimented in 1877 with home-made telephones and successfully linked houses in his locality. Telephone communication was introduced to Melbourne from 1878 when hardware importers McLean Bros. & Rigg linked their Elizabeth Street and Spencer Street stores. In February 1878, successful communication was made between Melbourne and Ballarat using telephones made by Challon of the Central Telegraph Office, Melbourne. Another private telephone service connecting the Melbourne and South Melbourne offices of Robinson Brothers was launched in 1879, among those of other business houses in the city.

Australia's first public telephone exchange was opened in Melbourne August 1880 by the Melbourne Telephone Exchange Company, owned by W. H. Masters and T. T. Draper. The Manager of the company was H. Byron Moore. This was two years after the world's first exchange in the United States.

The Melbourne Telephone Exchange Company erected Melbourne's first purpose built telephone exchange (35-37 Wills Street) in 1884, after operating from Collins Street in the former Stock Exchange building at 367 Collins Street. The Melbourne Telephone Exchange Company, among others, was taken over by the Colonial Government in 1887, after more exchanges had been established at Bendigo and Ballarat. Other colonial governments followed this example.

Federation, in 1901, took postal, telegraphic and telephone services from the new States: all coming under the Commonwealth Post Master

General. The Post Master General undertook a number of communication projects such as a trunk-line link to Sydney followed in 1907 and Australia's first automatic exchange was opened at Geelong in 1912. Airmail was developed, Australia's first overseas call reached London in 1930, and Victoria was linked to Tasmania, by submarine cable in 1935.

By 1910, the demand for telephone services outgrew the Wills Street building a new exchange was built at 447 Lonsdale Street (since replaced by the Lonsdale Exchange), with an inspection of the new exchange undertaken by no other than by Alexander Graham Bell in 1910. The first automatic public exchange was opened at Geelong in Victoria two years later with 800 subscribers.

In January 1923, Harry Percy Brown was appointed Director General of the Post Master General's department. Among the many innovations introduced to this country by Brown was the promotion of automated telephone exchanges, eliminating the need for an operator. Nationally, twenty-two such exchanges were constructed or designed between Brown's appointment and June 1925. The Melbourne City West Exchange was designed but not constructed as part of this spate of activity.

As the effects of the Great Depression waned, the Postmaster General's Department commenced an extensive building campaign, providing automatic exchanges at Caulfield (2000 lines), Brunswick (3600 lines) and City West (6000 lines). Caulfield was the first to be completed, in 1935, coinciding with the start of the City West Telephone Exchange. In 1935, 92 telephones per 1000 head of population were connected, via 1650 Victorian exchanges. It took nearly 20 years for this figure to double after a lull during World War Two: some \$84 million was spent on the curtailed capital works programme for communications generally.

The City West Telephone Exchange ('alterations and additions' to the rear of the existing Lonsdale Street exchange) was contract number 73, signed in March 1935, for a sum of £58,965. Victorian Works Director, H. J. MacKenna, countersigned the contract drawings, while Architect Grade I, Harry Hughes, appears to have amended them. The highly notable Commonwealth Director-general of Works JS Murdoch had signed the initial drawings in 1929: the Victorian office had finalised the drawings to allow construction once the economic climate allowed. The 'alterations and additions' were extensive, dwarfing the earlier saw-tooth roof exchange building abutting at the rear.

⁹⁹ Referenced in the Melbourne Planning Scheme clause 22.04

The ground-level lobby hardly fulfilled the promise of the grand elevation but still retains valuable wall and floor finishes. Occupied mainly by plant (battery, air-conditioning, filter, boiler and main-frame rooms included), this entrance was into an open stair well (with central lift) which ascended through three levels of switch rooms to the Trunk Exchange where a jarrah floor (built on the concrete slab), sound-absorbing plaster ceiling and wall panels indicate some human activity. The floor above (sixth) was devoted to staff facilities (telephonists' and mechanics' lunchrooms, sick and rest bays, locker areas) and then there was the flat roof, close at hand for outdoor recreation. Despite the building's largely non-human occupation, it was designed externally in the manner of a typical major public building of the period.

Modern Georgian revival in character and Commercial Palazzo in form, the 'addition' comprised six large reinforced concrete floors (held by a concrete encased steel frame), ground and basement. Parapeted in form and clad with face red brick, the historicism of the design was implied rather than replicated, with the major openings, the three bayed elevation and lofty 'rusticated' ground level all boldly stated in a typical manner for the period. The vertical tripartite division of the façade includes a heavy rusticated base and neutral intermediate floors surmounted by a prominent rusticated cornice. The building is further distinguished by two-storey arched windows and entry elements on the ground floor.

Details are suggested, with recessed, brick-on-edge or brick-on-end bands or corbelled panels, and directly stated with carved stone architraves, masonry and string moulds at major façade openings, the basement cladding and storey divisions. Window panes were metal framed and possessed borders.

City West Telephone Exchange is generally original externally and is near to the similarly styled elevation of the Murdoch designed former High Court (later Federal Court), both recognizably Commonwealth public buildings of their period.

How is it significant?

The City West Telephone Exchange is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

City West Telephone Exchange is significant as a well preserved, large and a distinctive Commonwealth Government design, a typical and a major example of the limited number of government inter-war designs outside Canberra.

The building was designed by the first Commonwealth Government Architect, John Smith Murdoch, and is therefore complementary to his similarly styled High Court building adjoining. It is a rare example of this unusual building type within Melbourne's Capital City Zone and is of note as one of the early major purpose-built automated exchanges to be built in Victoria.

Recommendations

This report recommends that:

- the building and associated land at 434-436 Little Bourke Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control should apply in the Schedule to the Heritage Overlay as Clause 43.01¹⁰⁰.
- Investigate interior control based on the following interior elements in the Schedule to the Heritage Overlay as Clause 43.01¹⁰¹.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

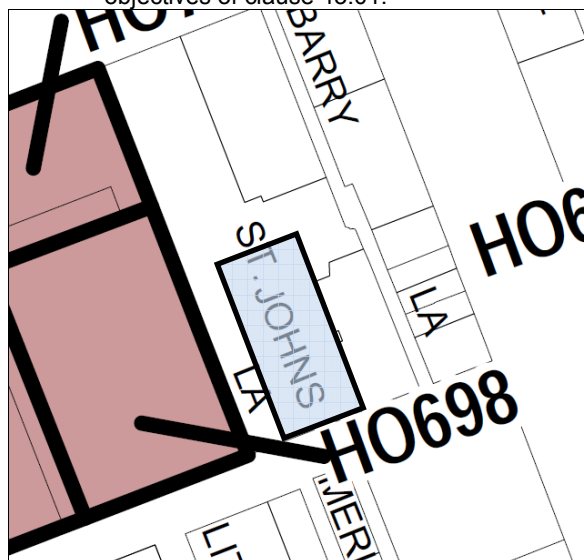


Figure 279 proposed heritage overlay: precise boundary determined by building

¹⁰⁰ Interiors and trees have not been assessed unless cited otherwise in the place description

¹⁰¹ Interiors and trees have not been assessed unless cited otherwise in the place description

Interior elements

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

Interior elements include:

The ground-level lobby wall and floor finishes.



Figure 280 entry hall

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';

- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

i-Heritage

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include unpainted decorative brickwork and retains evidence of early colours or finishes; Interior recommended for inspection. Alterations / Recommendations: Added floor (sympathetic).

Victorian Year Books'

'Victorian Year Book' (VYB) 1974: 260-

'Victorian Year Book' (VYB) 1984: 515 Contract drawings copy held by Graeme Butler dated March 1935 'City West Telephone Exchange Melbourne, Alterations and additions' subtitled 'Works Director Victoria Amended by Harry Hughes' and signed Horace MacKenna and JS Murdoch Director General of Works 1929.

History of Telephone Exchanges in Australia

(<http://www.retro-rotary-phones.com/ccp0-display/history-of-the-telephone-exchange-in-australia.html>)

Cites:

- Victorian Post Office report 1878
- 'Town and Country Journal', 10 September 1887, Byron Moore on takeover
- 'The Australasian Sketcher', January 1881 on new Melbourne Telephone Exchange
- Building Permit Application - none
- 'The West Australian' (Perth, WA : 1879-1954) Monday 4 June 1951:
- Contract: A £336,000 contract to build an eight-storey extension to the Melbourne city west telephone exchange has been let to Keith G. Hooker and Co., of South Melbourne.

'The Argus':

Thursday 14 February 1935

Tenders:

' DEPARTMENT OF THE INTERIOR

TENDERS accompanied by the necessary deposit and on the prescribed form «re invited for EREC- TION of NEW BUILDING for Automatic Telephone Exchange City West Melbourne

Tenders close 11 a.m. on 35th February 1936 with the Works Director Victoria 315 Post office place Melbourne where plans specifications and quantities are available £5/6/ must be deposited for each set of quantities and this amount will be returned on receipt of

Heritage Assessment of 434-436 Little Bourke Street, Melbourne

a bona fide tender for the complete contract. Envelope to be endorsed Tender for City west Telephone Exchange '

Friday 22 March 1935

Melbourne Telephones (Canberra).— Alterations and additions to the City West telephone exchange, Melbourne, at a cost of £58,945 are authorised in the Commonwealth "Gazette." The tender of W. C. Burne & Sons, of Richmond, has been accepted for the work

Friday 26 November 1937

NEW TELEPHONE EXCHANGE

Open To-morrow

The new City West telephone exchange in Little Bourke street will be opened to-morrow, and 5,000 lines will be transferred to the automatic service.

The prefix MU will be used before all numbers attached to the exchange. The "cut-over" will take place at 2 p.m.

The opening of the City West exchange has made it necessary to alter the prefix to numbers 1,000 to 4,999 attached to the South Melbourne exchange from M to MX.

Conversion of the Brunswick exchange service from the manual to the automatic system has been completed. The 2,000 lines attached to the exchange will have numbers prefixed by Factory/warehouse.

"Dial tone," a low-pitched humming, heard as soon as the receiver is lifted, which indicates that the line is in order, it has been introduced on the Brunswick, ' South Melbourne, and City West exchanges.

Friday 10 June 1949

£197,300

Phone extensions

CANBERRA, Thurs: Parliament today approved extensions, estimated to cost £197,300, to the Melbourne City West telephone exchange.

Mr Lemmon, Minister for Works and Housing, who moved that the work be done, said the extensions had been recommended by the Parliamentary Public Works Committee.

Mr White (Lib, V) said that while many thousands of people were waiting for telephones, many more thousands were waiting for homes. Mr Calwell, Minister for Information, said new telephone exchanges must be developed. The Government's building programme would become disproportionate if there was singular concentration on home building.'

Friday 23 January 1953

Saucer faces east

The P.M.G.'s Department also is experimenting with a micro- wave link between Sydney and the south coast town of Wollongong, and it has nearly completed a Sydney Canberra service.

It will eventually tackle the 500 miles between Melbourne and Sydney.

On top. of the city west telephone exchange, in Little Bourke St., you soon will be able to see a big metal saucer, standing on edge and facing east.

The saucer has a small stem in the centre, and it faintly resembles an old style radiator.

Called a parabolic reflector, the saucer transmits micro-waves in the same way as radiators reflect heat waves.

The micro-waves, unlike broadcasting waves which can surge around corners, travel as straight as a searchlight towards Warragul.

Unlike ordinary short waves, which bounce from horizon to sky and . back again, micro-waves "hit" the Dandenong Ranges and shoot straight off into space.

That is the reason for the "relay" station at Ferny Creek.

This station harnesses the waves and re-transmits them to Warragul, where a similar saucer receives and passes them on to robot interpreters for converting back into speech.

One reason for the Department's interest in micro-waves is the world shortage of copper for telephone wires, and a shortage of wood and steel for poles.

Experts hope to extend the system beyond . its present restricted range.

On the proposed Melbourne-Sydney service signals will be relayed along a string of stations on hills 30 to 40 miles apart.

"DEPARTMENT officials believe that, after the initial expense of experimenting and install- ling, micro-wave could cut the telephone system's running costs. You'll hear a lot about micro-wave in the next few years. - Bernard Barrett'

Australian Dictionary of Biography: Murdock

D. I. McDonald, 'Murdock, John Smith (1862 - 1945)', *Australian Dictionary of Biography*, Volume 10, Melbourne University Press, 1986, pp 621-622.

‘MURDOCH, JOHN SMITH (1862-1945), architect and public servant, was born on 29 September 1862 at Cassieford, Elgin County, Scotland, son of John Murdoch, farmer, and his wife Bathia, née Smith. Educated at Rafford School and Forres Academy he trained as an architect in Edinburgh and worked at Inverness, Glasgow, and with the Scottish railways before migrating to Victoria about 1884. He was a draughtsman in Queensland's Department of Mines and Works in 1885-87 then worked privately. Rejoining the public service, in March 1894 he became a draughtsman in the Department of Public Works, rising to district architect in 1902.

In July 1904 he transferred to the Commonwealth as senior clerk, public works branch, Department of Home Affairs. Senior assistant to the director-general Percy T. Owen from 1909, Murdoch was a member of the reviewing board for the national capital design competition, won by Walter Burley Griffin in May 1912. While overseas that year in connexion with plans for

Australia House, London, he negotiated with the Royal Institute of British Architects on a proposed international competition for a parliament house and in Chicago, United States of America, called on Griffin. The two later fell out, partly over Griffin's belief that Murdoch was one of the departmental officers who was hostile to his capital design and partly over differences about conditions for the parliament house competition, which in any case was finally abandoned.

Promoted architect in 1914, and chief architect, Department of Works and Railways, in 1919-29, Murdoch was responsible for the design and construction of many early Canberra buildings, such as the provisional parliament house, the power-house and the Hotel Canberra. With (Sir) John Sulman and K. A. Henderson he assessed residential-area plans for Canberra in 1923. In 1926 he was an adjudicator of competitions for design of the Australian war memorials in Canberra and Villers-Bretonneux, France. As Commonwealth architect he was responsible for the design of the General Post Office, Perth (1923), Spencer Street Post Office and the High Court of Australia (1925, now Federal Court), Melbourne. He laid out Forrest Place, Perth, and Anzac Square, Brisbane.

Director-general of works from 1927, Murdoch transferred with the department to Canberra in 1929. He retired in September and was appointed to the Federal Capital Commission, serving until its abolition in April 1930. C. S. Daley, a close colleague greatly influenced by Murdoch, remembered him as a man of 'wide cultural and human studies', generous in his 'quiet and constant benefactions to charity, and assistance to public servants in misfortune'. He had been interested in Scouting and the Canberra Relief Society. A fellow (1914) and councillor (1925-30) of the Royal Victorian Institute of Architects, he was a fellow (1926) of the Royal Institute of British Architects and foundation member of the Royal Australian Institute of Architects. In 1927 he was appointed C.M.G.

Murdoch, a bachelor, died on 21 May 1945 at Brighton, Melbourne, and was cremated. A dour Scot, Murdoch had been mindful of the need to conserve public funds. Although in 1916 he had 'no particular enthusiasm' for the Canberra project, describing it as 'a sort of mythical thing' on which expenditure could not at the time be justified, during the period of inter-war development he made a positive contribution to its architecture and was responsible for significant Commonwealth buildings throughout Australia.

Select Bibliography

D. I. McDonald, 'Architect J. S. Murdoch and the provisional parliament house', *Canberra Historical Journal*, Mar 1985, p 18, and for bibliography.'

Sands & McDougall Melbourne or Victorian Directories

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

D1915 Post office stores

D1920, 1924, 1930-1935 436 Telephone Exchange (back entrance)

D1939, 1944 not listed (but Exchange Sandwich Shop is)

D1950, 19555 City West Telephone Exchange

Municipal rate records

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

No search carried out.

Relevant thematic history extract

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

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 71

4.6 BOOM AND BUST

UTILITIES

The Melbourne Telephone Company established a telephone service on a private enterprise basis, but proved so inefficient that it was transferred to the Post Office. The telephone had been invented by Bell in 1874, and it was in 1878 that the first Melbourne Exchange was opened. The Melbourne Telephone Company was the private business of Henry Byron Moore, who bought the Melbourne rights to the invention and established a primitive exchange on the roof of the Exchange building, in Collins Street, near the south-east corner of Queen Street (of which he was the lessee). His telephone system was inaugurated in Melbourne in 1880, but by 1887 this and other private telephone operations in Victoria were in a state of complete chaos, and they were nationalised by the Postmaster-General, F.T. Derham, to become an adjunct to the existing telegraph network.'

Lewis: 98

5.6 THE CITY BEAUTIFUL

UTILITIES

'The telephone system was transferred to the Commonwealth in 1901, and phone links were established to Sydney in 1907 and Adelaide in 1914. Meanwhile radio-telegraphy enabled communication not only with Sydney, from 1912, and other cities, but also to ships at sea. In 1918 the first direct message was received from Britain. Radio broadcasting, as discussed above, was to follow shortly.'

Lewis: 119

6.7 THE NEW IMAGE

PUBLIC WORKS

The Commonwealth Department of Works under John Smith Murdoch had before the war built a number of drill halls and telephone exchanges. They were less stylistically eclectic than some of the Department's work elsewhere, which tended towards the Greek and the Mediterranean in Canberra, and towards the American Colonial in some military buildings...

The Telephone Exchange, on the corner of Little Collins and Russell Streets, has been described as the 'first post-war city building of any size', 55 and was unusual in combining its principal utilitarian function with a post office at ground level.

Drawings had been prepared by the Commonwealth Department of Works in the early 1940s, and the design relates to others located within the city, in particular the telephone exchange in Flinders Lane which was completed later that year. The Russell Street building was a victim of post-war austerity and materials restrictions, and was five years in construction, with the result that its interlocking cubic design, projecting glazed panels and cream brick seemed dated when construction was finally completed in 1954. Inside were marble dadoes and a dashing striped floor, and outside smart grillwork, stainless steel telephone booths, three massive pink granite columns marking the entry, and a bas-relief by S.J. Hammond and G.H. Allen.

The building was unusual for its deferment to decoration and ornament in the early 1950s, and must be regarded as a transitional piece, one of the last vestiges of the mannered metropolitan architecture of the 1930s. In 1956 the building gained added status by serving as a relay station for the newly arrived television.'

Comparative examples

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

The values identified in the 1985 assessment have been maintained. No direct comparison within the Capital City Zone for era but by type only.

Street Number Name Date

- Wills Street 25-29 Telephone Exchange, former 1884
- Little Bourke Street 434-436 City West Telephone Exchange 1929 design, 1935-7
- Russell Street 114-120, Russell Street Telephone Exchange & Post Office, 1954

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 434-436 Little Bourke Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **B** on an A-F individual building scale and a streetscape level of 2(scale of 1-3).

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

History

Byron Moore's Melbourne Telephone Exchange Company erected Melbourne's first Exchange (35-37 Wills Street) in the mid-1880s, after operating from Collins Street west in the early 1880s. It was taken over by the Colonial Government in 1887, after more exchanges had been established at Bendigo and Ballarat. Federation, in 1901, took postal, telegraphic and telephone services from the new States : all coming under the Post Master General. A trunk line link to Sydney followed in 1907 and Australia's first automatic exchange was opened at Geelong in 1912. Airmail was a further development, Australia's first overseas call reached London in 1930, and Victoria was linked to Tasmania, by submarine cable, in 1935.

As the effects of the Depression waned, the Postmaster General's Department commenced an extensive building campaign, providing automatic exchanges at Caulfield (2000 lines), Brunswick (3600 lines) and City West (6000 lines). Caulfield was the first to be completed, in 1935, coinciding with the start of this building.

After a lull, during World War Two, some 84 million dollars was spent as a temporarily curtailed capital works programme for communications generally. In 1935, 92 telephones per 1000 population were connected, via 1650 Victorian exchanges. It took nearly 20 years for this figure to double.

City West Telephone Exchange ('alterations and additions') was contract number 73, signed in March 1935, for a sum of 58,965 pounds. Victorian Works Director, H. J. MacKenna, countersigned the contract drawings, while Architect Grade I, Harry Hughes, appears to have created them.

Description

The 'alterations and additions' appear to have been extensive, dwarfing the saw-tooth roof building abutting at the rear. Modern Georgian revival in character, the 'addition' comprised six large reinforced concrete floors (held by a concrete encased steel frame), ground and basement. Parapeted and of face red brick, the historicism of the design was implied rather than replicated, with the major openings, the three bayed elevation and lofty 'rusticated'

ground level all blandly but boldly stated in a typical manner for the period.

Details are suggested with recessed, brick-on-edge or brick-on-end bands or corbelled panels, and directly stated with carved stone architraves, masonry and string moulds at major façade openings, basement cladding and storey divisions. Window panes were metal framed and possessed borders. Ground-level, inside the building, hardly fulfilled the promise of the grand elevation. Occupied mainly by plant (battery, air-conditioning, filter, boiler and main-frame rooms included), the entrance was into an open stair well (with central lift) which ascended through three levels of switch rooms to the Trunk Exchange where a jarrah floor (built on the concrete slab) and sand-absorbing plaster ceiling and wall panels indicate some human activity. The floor above (sixth) was devoted to staff facilities (telephonists' and mechanics' lunchrooms, sick and rest bays, locker areas) and then there was the flat roof, close at hand for outdoor recreation.

Despite the building's largely non-human occupation, it was elevated in the manner of a typical major public building of the period.

External Integrity

Generally original.

Streetscape

Adjoins the similar elevation, former High Court, both recognizably Commonwealth public buildings of their period.

Significance

A large and distinctive design among similarly scaled private commercial equivalents, but a typical and a major example of the limited number of between-wars designs emanating from the Melbourne office under Works Director MacKenna also complementary to the former High Court.

Central City Heritage Study Review 1993

The building at 434-436 Little Bourke Street was assessed in this review and graded B on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital

City Zone but outside of the heritage overlay¹⁰². The building at 434-436 Little Bourke Street was assessed in this review and graded **B** on an A-E individual building scale.

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

History and Description

Telephone communications were introduced to Melbourne from 1878 when the first Melbourne telephone exchange was opened [Lewis]. The Melbourne Telephone Company was a private enterprise established by Henry Byron Moore who established his facility on the roof of the Mail Exchange Building in Collins Street. All telephones on the system were connected to the exchange and calls to other users were routed manually by an operator. Over the next few years, a raft of competitors emerged with rival exchanges plunging the system into disarray. The Melbourne Telephone Company was one of a number of companies to be nationalised and incorporated into the existing telegraph network in 1887, eventually coming under the control of the Post Master General's Office.

In January 1923 Harry Percy Brown was appointed Director General of the PMG. Among the many innovations introduced to this country by Brown was the adoption of automated telephone exchanges, eliminating the need for an operator. Nationally, twenty-two such exchanges were constructed between Brown's appointment and June 1925 and it appears that the Melbourne West Exchange was constructed as part of this spate of activity [Humphreys]. The building remains in use as a telephone exchange today.

The Melbourne West telephone exchange on Little Bourke Street was constructed as a seven storey addition to the City's telecommunications infrastructure. It is likely that the design emanated from the Commonwealth Department of Works under John Smith Murdoch [Lewis]. Murdoch's office was responsible for a number of designs for telephone exchanges during this period. The building broadly adopts the relatively common form of an interwar 'palazzo' with the vertical tripartite division of the facade into a heavy rusticated base and neutral intermediate floors surmounted by a prominent rusticated cornice. The building is distinguished by two-storey window and entry elements on the ground floor. It is in good and very original condition.

Statement of Significance

¹⁰² Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Heritage Assessment of 434-436 Little Bourke Street, Melbourne

The Melbourne West Telephone Exchange is of aesthetic and historical significance at a local level as a rare example of this unusual building type within Melbourne's CBD.

It is of note as one of the first automated exchanges to be built in Victoria and for its associations with the first Commonwealth Government Architect, John Smith Murdoch.

References:

Miles Lewis, Melbourne, The City's History and Development, pp.71, 98.

Other heritage listings

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

Bayne's shops and residences, later Little Reata restaurant, 68-70 Little Collins Street, Melbourne 3000



Figure 281 68-70 Little Collins Street



Figure 282 68-70 Little Collins Street- valuable stonework



Figure 283 68-70 Little Collins Street

Historical associations with persons or events

Creation or major development date: 1857-58

Major owners or occupiers: Bayne, John; Bayne, Mrs

Designer(s): Unknown.

Builder(s): Bayne, John

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985¹⁰³: A,B,C,D,E,F): **A 2**

MCC Place Value Definition 1985:

Buildings of national or state importance, irreplaceable parts of Australia's built heritage.

Building grading 1993 (Central Activities District Conservation Study 1993¹⁰⁴: A,B,C,D,E): **A**

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

Building grading level 2011 (Central Activities District Conservation Study 1985¹⁰⁵: A,B,C,D,E): **A**

MCC Place Value Definition 2011:

These buildings are of national or state importance, and are irreplaceable parts of Australia's built form heritage.

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

Builder, John Bayne, of nearby Stephen (Exhibition) Street, owned and built these two shops and residences in the period 1857-1858.

Bayne & Merrifield were also the contractors for the early Pentridge or Coburg Church of England in the 1850s. Bayne was a wealthy man when he

¹⁰³ Referenced in the Melbourne Planning Scheme clause 22.04

¹⁰⁴ Referenced in the Melbourne Planning Scheme clause 22.04

¹⁰⁵ Referenced in the Melbourne Planning Scheme clause 22.04

died in the 1880s. This was the decade when Melbourne's population had increased five times with a consequent need for infrastructure and commercial outlets.

Mrs Bayne, milliner and dressmaker, was among the first occupants of one of the shops, with Thomas Richardson, an engraver and lithographer and R and Mrs Vippond, a nurse in later years. Another nurse followed in c1861, a Mrs Thorn, whilst P Nelson, a tailor and Archibald Lumsden, a jeweller, occupied number 70 in the period to 1870.

A wide variety of small businesses have followed. One of the more recent was Tom Lazar's Little Reata Mexican restaurant started there in the 1960s, achieving some prominence for Lazar as an eating place and, briefly, an early Melbourne folk club where acts such as the Seekers and Paul Marks launched careers; Lazar went on to set up other distinctive restaurants in old City buildings.

This is a two level shop and dwelling in a Colonial Georgian style, walled in coursed basalt rubble with dressed freestone quoins and architraves, and a dressed stone plinth. The former shops and dwellings possess display-windows, with probable early glazing frame remnants, and are relatively well-preserved externally for their age. A central door, top light and matching window in the upper level (sheeted over) appears to have served as a residential entrance, complementing the two shop entrances either side. The façade is demarcated horizontally with a plain parapet cornice, first storey string-mould and the chamfered stone plinth at ground level.

Comparable early stone-faced shops and residences are few in the metropolitan area (i.e. 1-3 Chetwynd Street, West Melbourne, 1867); earlier houses, warehouses and offices faced with stone being more numerous. This is one of the earliest group of two-storey stone shop and residence pairs in the State. The shop pair relates in period detail, siting and scale to adjoining buildings.

Light fittings and signs have been added. Openings sheeted over and the show-windows reglazed and rebuilt in part.

How is it significant?

Bayne's shops and residences are significant historically and aesthetically to the Melbourne Capital City Zone and Victoria.

Why is it significant?

Bayne's shops and residences are significant historically as among the earliest group of stone-faced, two-storey shop and residence pairs in the State. Constructed in the aftermath of the gold

rush to serve a growing metropolis, the shops are reminders of this significant period in the City's development history and were more recently the setting for the revival of folk music in the City in the 1960s.

Aesthetically, the successful use of the combination of rubble, dressed basalt and freestone in a classical revival façade is rare in a building of this scale, as is the high integrity.

Recommendations

This report recommends that:

- the building and associated land at 68-70 Little Collins Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**A**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01¹⁰⁶.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

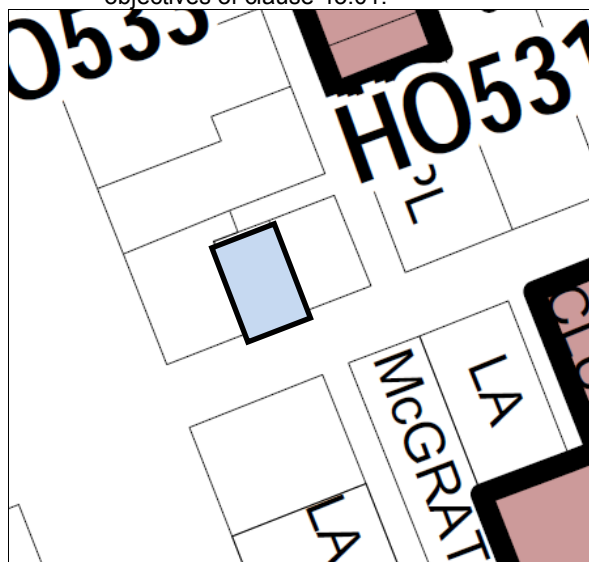


Figure 284 proposed heritage overlay

Interior elements

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

¹⁰⁶ Interiors and trees have not been assessed unless cited otherwise in the place description

Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register?* Yes.

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council

Lewis, Nigel 1976 Historic and Architectural Survey of the Central City of Melbourne Bourke Street, east, Area 8 of the survey commissioned by the Historic Buildings Preservation Council, p28, 85 - not Recommended for Historic Buildings Register.

Building Permit Application

Burchett Index: MCC BPA 320, BPA203: 20 April 1857 Bayne submitted a notice of intent to build to the Melbourne City Council, for a two storey house in Little Collins Street East, near Stephen Street (near Exhibition Street) 5 March 1858 he submitted another notice of intent for 155 Little Collins Street, to construct a 'house' ;

VPRO MCC Building Permit Application register 1912:- March 1912 3229 alterations for Grace Bayne (inheritor of John) £3/3/- cnr Exhibition, Lt Collins Street by A Clissold.

i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Alterations / Recommendations: Upper illuminated sign , air units added, windows reglazed, signs extensive (all inappropriate - remove or reinstate sympathetic alternative) Windows blocked (inappropriate - reinstate original design or sympathetic

alternative) Stone painted (inappropriate - remove by approved method) Notable features include a shop front.

Panoramas

DeGruchy & Leigh 1866: shows a pair of 2 storey houses east from Exhibition St.

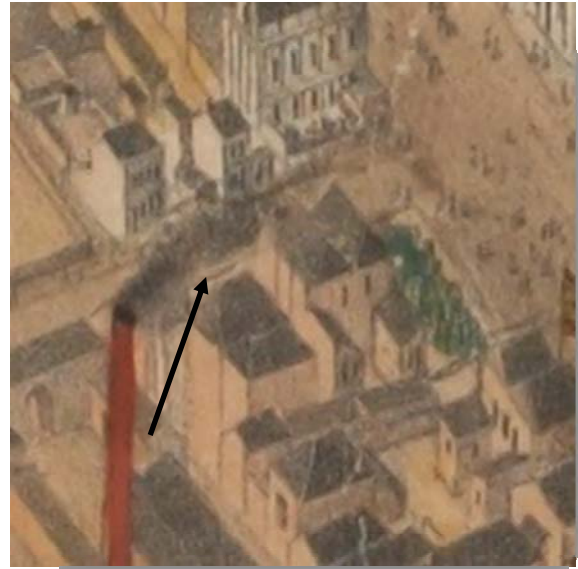


Figure 285 DeGruchy & Leigh 1866 (detail, obscured)

AC Cooke Melbourne panorama 1871: obscured

Mahlstedt fire insurance plan series:

Mahlstedt & Gee 1888: 2 storey but not identical pair (supports sequence), 151 Weinreuter, E Upholsterer 155 vacant

Australian Architecture Index (AAI)

Foundation stone laid of Trinity Church, Pentridge. Architect, Charles Vickers, Builders - Merryfield and Bayne. To accommodate 800 persons. Melb. C. of E. Messenger New Series, I, 1 Nov. 1854 p 350

Probate: Bayne

VPRO Series number: VPRS 28

Consignment number: P0002

Unit number: 108

1888 Will of John Bayne, builder, 21 Victoria Pde, Fitzroy (died 6 Sep 1880): bequest to widow Grace who died 1885. property includes (66) Stephen Street part CA19/9 with a 3 storey house value £2800 ; (151-153) Little Collins Street East, 30'3" x 52'4" with two stone cottages, valued £1300; part CA17/9 wit brick cottage, value £300; part CP55 Jika Jika, (117) Hoddle Street East Collinwood wit brick cottage £350; etc. The estate valued at £11935.

'The Argus':

Thursday 11 June 1885: Mrs Bayne's death `at her late residence, No. 21 Victoria-parade, Fitzroy, Mrs. Bayne, relict of the late Mr. John Bayne, builder, after a very short illness.

Virgin Hills web site

`Virgin Hills was the creation of the eccentric Hungarian-born sculptor and restaurateur Tom Lazar. Arriving from Paris in the mid-1960s, he found a country and a wine industry, very different to the one we know today.

Lazar was determined to change all that. He established the acclaimed Little Reata restaurant in Melbourne. Then in 1968, came his grand vision of Virgin Hills...'

Warren Fahey web site:

Malcolm J. Turnbull THE EARLY YEARS OF THE FOLK REVIVAL IN MELBOURNE

'Still, if a single event can be said to have heralded the advent of a popular folk music scene in Australia, it was the decision of restaurateur Tom Lazar to introduce live music at his cafe, the Reata, in High Street, Malvern. A post-war European migrant, Lazar toyed briefly with the notion of presenting a German folk-dance floorshow, complete with lederhosen, feathered caps and beer steins. Fortunately, his wife Veronica was more farsighted; she suggested instead that the restaurant emulate American trends and engage a self-accompanied folksinger to entertain the patrons. "It's the coming thing", she predicted. Accordingly, the Reata was decked out in Greenwich Village chic: fishnets on the ceiling, candles in VAT 69 bottles, red and white gingham tablecloths. A heavy wooden door, separating the entry from the street, reinforced the cafe's sense of "interiority". The folksinger in question was a specialist in traditional blues, already well-known on the Melbourne jazz circuit.'

'Tom Lazar, at the Reata, had grown increasingly restive as diners complained about having to listen to folksingers when all they wanted was a convivial evening out with friends. Nor, of course, was such an environment likely to bring out the best in the performer. Garry Kinnane was once tossed a pound note with a curt request to "take your banjo up the other end of the restaurant". Alarmed at declining patronage, Lazar had cut back the entertainment in Malvern and established the Little Reata in the city, hoping to redirect most of the folk trade there. As it was, the new venue encountered similar problems; by now Lazar had lost interest. (The two cafes had ceased to operate as folk venues by the end of 1964).'

'THE EARLY YEARS OF THE FOLK REVIVAL IN MELBOURNE '

Peter Dickie, then still a teenager, remembers first being exposed to his first "real live folk music" when he heard (Paul) Marks play there one night in 1959. ...Marks dates the start of his solo career at the Reata to Easter 1960.'

'During the same period (from late 1962) she (Judith Durham) began performing folksongs, initially one evening a week, in up-market South Yarra, with Bruce Woodley and two of Woodley's old school friends, Athol Guy and Keith Potger. Woodley, in turn, combined a day job in advertising with the folk quartet and occasional solo gigs at Traynor's and the Little Reata, and still found time to play the banjo and sing at Downbeat with a jazz ensemble called Morris Plonk's Moonshine Five...'

Meanwhile, Paul Marks led the field at the Reata. Best remembered for his skilled interpretations of American blues, he would also deliver programs of traditional English folksongs, spirituals or sea shanties on occasion. Peter Mann, proprietor of the Discuro record store, recorded him live and issued the LP on Score Records as Paul Marks at the Reata...Something of a minor legend among his successors by virtue of having been the first coffee lounge folksinger in the country, he sadly found it impossible to maintain the momentum of his career. In a review of one of his last Melbourne appearances (at the Little Reata), Adrian Rawlins conceded that Marks was an inconsistent performer and that overwork with the MNOJB had affected his singing for a while. Even so (Rawlins assessed), he was far from being (as some "knockers" claimed) "a depleted talent": '

Folkstream web site

<http://folkstream.com/reviews/glen/>

Glen Tomasetti 1929 - 2003

'Glen was a fine singer, an assured and authoritative performer with considerable understanding of the cultural and historical aspects of Folk Music. She always acknowledged the strong influence of Manning Clark on this area of her work. In the early sixties she hosted concerts at Emerald Hill Theatre started by Tom Lazar who also owned the Reata and Little Reata restaurants, which were other venues for folk music...'

Sands & McDougall Melbourne or Victorian Directories

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

D1974 62-70 Little Reata restaurant.

D1961 66-70 McLaren Picture Framing Co. picture framers

(62-64 Clemens Musical services)

D1904: 68 Vacant

70 Ostendorf, Theo., bam and beef shop

D1893: (Westwood pl- Way Lee, cabinetmaker; Nichamin, T., tailor)

70 Shan, Thomas H, butcher

(Stephen St)

D1885

(Exhibition)

151 Weinreuter, E Upholsterer

155 Freeman, Charles bootmaker.

D1880 (Stephen St

(149 Allan and Langley , pawnbrokers and salesmen

151 Flinn , Mrs, dining rooms

155 Nelson, P, tailor
D1875
151 Cumings, R produce store;
153 Poole & Whittaker, painters
D1870
151, 153 vacant
D1858
(Stephen)
149 Youlden, John butcher;
- Bayne, Mrs milliner and dressmaker.
(157 Newell, Mrs)

Municipal rate records

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

Lewis, Nigel 1976 Historic and Architectural Survey of the Central City of Melbourne Bourke Street, east, Area 8 of the survey commissioned by the Historic Buildings Preservation Council, p28, 85 - cites rate books

- RB1854, 151, 153,155;
- RB 1858, 155 stone house 4 rooms;
- RB1859, stone house 4 rooms, shop and 4 rooms owner 'J Berm' (later Bayne); etc.

Relevant thematic history extract

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

Context 2010, draft:

5.4

DEVELOPING A RETAIL CENTRE

As an important port city Melbourne developed early as a centre of trade. Several markets were established, where provisions could also be purchased more cheaply including Eastern Market (1847, demolished 1960), Western Market, and the hay and corn market (on the site of St Paul's Cathedral), the pig market in Parkville, and the Melbourne Fishmarket in Flinders Street (demolished 1960s). The wealth and economic activity generated by gold in the 1850s opened up new markets for a range of goods and commodities. New stores opened and a number of shopping arcades were built, which were the precursor to the modern suburban shopping malls. These provided a range of specialty stores, photographers' studios, and fashionable tearooms....'

Lewis, Miles and others (1994) *Melbourne- the City's history and development*: 59

4.1 BOOM AND BUST

HISTORY

In 1861 Melbourne's population had reached 126,000, which was five times what it had been in 1851, and

37,000 of these were living in the City of Melbourne (which of course included the residential suburbs). 1 Now, more than ever, the history of Melbourne was the history of Victoria. In some respects it was also the history of Australia, and our period opens with the departure on 20 August 1860 of the Burke and Wills expedition, an enterprise planned and sponsored by the Royal Society of Victoria. This tells us nothing about the development of the central city as such, but it tells a great deal about the role and vision, and perhaps also the naivety, of Melbourne colonial society.'

Comparative examples

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

Selected early shops in Capital City Zone:

Street Number Name Date

- King Street 328-330 Heffernan's shop & dwelling 1851
- Russell Street 326-328 Lilley's shop & dwelling 1851 Pre
- Swanston Street 309-325 Shops and residence row 1851-1852
- Bourke Street 94-98 Rutter-Long Chemist Shop, Shops & Residences 1853 Elizabeth Street 473-481 Currie & Richards showrooms & warehouses 1853, 1908
- William Street 261 James White's hay and corn store, part of Metropolitan Hotel 1854
- Bourke Street 118-122 Market Hotel, former Shops & Residences 1854c Lonsdale Street 556 Fitzsimmons' shop & dwelling 1855c
- King Street 351 Kidd's shop & residence, later part Langdon Building 1856
- Elizabeth Street 380 Pattinson's general store, later Prince of Wales and Federal Club hotels, later Bulley & Co. Building 1856?, 1887
- Elizabeth Street 467-471 1856c
- King Street 347-349 Fenwick Brothers shop & store 1857
- Little Collins Street 68-70 Bayne's shops and residences 1857-58
- Bourke Street 2-18 1857-63
- Exhibition Street 165-167 Shop & Residence, later Shakespeare Hotel 1858c

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 68-70 Little Collins Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and

graded **A** on an A-F individual building scale and a streetscape level of 2 (scale of 1-3).

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

History

Builder, John Bayne, of nearby Stephen (Exhibition) Street, owned and built these two shops and residences in the period 1857-1858. Thomas Richardson, an engraver and lithographer and R and Mrs Vippond, a nurse, were among the first occupants. Another nurse followed in c1861, a Mrs Thorn, whilst P Nelson, a tailor and Archibald Lumsden, a jeweller, occupied number 70 in the period to 1870. A wide variety of small businesses have followed.

Description

Of two levels, walled in basalt rubble with dressed quoins and architraves, and possessing show-window openings and probable early glazing framing, these shops and residences are remarkably intact, externally. A central door, top light and matching window in the upper level appears to have served as a residential entrance, complementing the two shop entrances either side. The façade is demarcated horizontally with a plain parapet cornice, storey string-mould and chamfered plinth at ground level. Comparable early stone-faced shops and residences are few in the metropolitan area (i.e. 1-3 Chetwynd Street, West Melbourne, 1867); earlier houses, warehouses and offices faced with stone being more numerous. This is the earliest known two-storey stone shop and residence pair in the State.

Integrity

The stone has been painted, sympathetic. Light fittings, numerous signs and air units have been added. Upper window glass has been painted, the show-windows reglazed and the residential entrance blocked.

Streetscape

Relates in period detail, siting and scale to the adjoining buildings.

Significance

The earliest known stone-faced, two-storey shop and residence pair in the State.

Central City Heritage Study Review 1993

The building at 68-70 Little Collins Street was assessed in this review and graded A on an A-E individual building scale.

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

Central City Heritage Study Review 1993: appendix 4:

'Statement of Significance

Built between 1857 - 1858 the two shops and residences at 66-70 Little Collins Street faced in basalt rubble with dressed quoins and architraves are of state significance as the earliest known two storey stone shop and residence pair in Victoria.'

'History & Description:

Builder, John Bayne, owned and built the two shops and residences at 66-70 Little Collins Street between 1857 - 1858. On 20 April 1857 Bayne submitted a notice of intent to build to the Melbourne City Council, for a two storey house in Little Collins Street East. near Stephen Street 1 On 5 March 1858 he submitted another notice of intent for 155 Little Collins Street, to construct a "house" 2 It seems unlikely that Bayne ever lived in the houses himself, maintaining the buildings as an investment, renting them out to a wide variety of small businesses.

Two storeys in height, the buildings are walled in basalt rubble with dressed quoins and architraves. The show-window openings have what appears to be early window joinery The entrance to the upper level residential area of the building was through a central door at street level marked by a top light and matching window The shop entrances are at street level on either side of this entrance Comparable early stone-faced shops and residences are few in the Metropolitan area (cf. Chetwynd Street, West Melbourne, 1867).³ This Little Collins Street building is the earliest known two-storey stone shop and residence pair in the State. The building is currently a restaurant and bar trading under the title of Little Reata.

Footnotes:

1 MCC Notice of intent to build, no 320.

2 MCC Notice of intent to build, no 203

3 G Butler. Central Activities District Conservation Study - (Graeme Butler, 1984) Citations 1991 City of Melbourne, p 125'

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay¹⁰⁷. The building at 68-70 Little Collins Street was assessed in this review and graded **A-B** on an A-E individual building scale.

¹⁰⁷ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

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

History and Description

Builder, J Berm owned and built the two shops and residences at 66-70 Little Collins Street between 1857-1858 [Lewis]. On 20 April 1857 Bayne submitted a notice of intent to build to the Melbourne City Council, for a two storey house in Little Collins Street East, near Stephen Street (near Exhibition Street) [BPA]. On 5 March 1858 he submitted another notice of intent for 155 Little Collins Street, to construct a 'house'. It seems unlikely that Bayne ever lived in the houses himself, maintaining the buildings as an investment, renting them out to a wide variety of small businesses.

Two storeys in height, the buildings are walled in basalt rubble with dressed quoins and architraves. The show-window openings have what appears to be remnants of original or early window joinery. The entrance to the upper level residential area of the building was through a central door at street level marked by a top light and matching window. The shop entrances are at street level on either side of this entrance. Comparable early stone-faced shops and residences are few in the Metropolitan area (cf. Chetwynd Street, West Melbourne, 1867) [Butler]. This Little Collins Street building is the earliest known two-storey stone shop and residence pair in the State. The building is currently used as a restaurant and bar. The building has recently been stripped of its exterior paint which has gone some way towards reinstating the original appearance of the building. New glazing and joinery is in evidence in some locations but the building retains a high degree of integrity to its original state. The building is generally in good condition.

Statement of Significance

Built between 1857-1858, the two shops and residences at 66-70 Little Collins Street faced in basalt rubble with dressed quoins and architraves are of state significance as an early two storey stone shop and residence pair in Victoria.

Footnotes:

- Butler, 1985. CAD Conservation Study: 66-70 Little Collins Street.
- Lewis Vines, 1976, CAD Study, p28.
- MCC Notice of intent to build,(Building Permit Application) no.320.
- MCC Notice of intent to build, no.203.

Other heritage listings

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

Shops & Dwellings and Siege of Paris Cyclorama building, later Georges Hostess Store, 166-186 Little Collins Street, Melbourne 3000



- **Figure 1 166-186 Little Collins Street from the east showing the new mansard roof from the 1990s.**



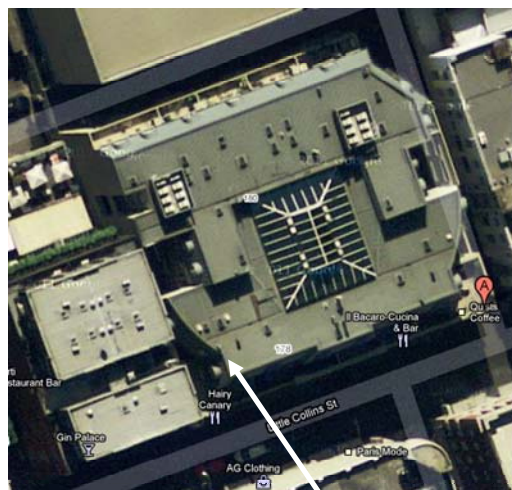
- **Figure 2 reconstructed shopfronts from the 20th century with new matching pilasters**



- **Figure 3 Most upper level windows and all shopfronts are new with most of the Little Collins Street elevation dating from 1908 and later, including the Saracenic frieze. The 1891 fabric is largely gone or concealed by new work.**



- **Figure 4 Curved upper level emulating original drum form.**



- **Figure 5 aerial view showing new roof and some of the curved plan forms of the 1891 building (Google Maps).**

Historical associations with persons or events

Creation or major development date: 1891 (part), 1908- façade

Major owners or occupiers: Melbourne Cyclorama Company Ltd.; Graham, Hon. James; The Specialty Press Pty Ltd

Designer(s): Tayler, Lloyd & Fitts and William Pitt; Oakden & Ballantyne 1907-8; Hollinshed, Charles N 1919, 1947

Builder(s): Waring & Rowden (1891-); F Shillabere (1907-8)

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985¹: A,B,C,D,E,F): **C 2**

MCC Place Value Definition 1985: E

Buildings have generally been substantially altered, and stand in relative isolation from other buildings of similar periods. Because of this they are not considered to make an essential contribution to the character of the area, although retention and restoration may still be beneficial.

Building grading 1993 (Central Activities District Conservation Study 1993²: A,B,C,D,E): **C**

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

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

MCC Place Value Definition 2011:

These buildings have generally been substantially altered and stand in relative isolation from other buildings of similar periods. Because of this they are not considered to make an essential contribution to the character of the area, although retention and restoration may still be beneficial.

National Estate Heritage Values assessed:

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

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

Statement of Significance

What is significant?

This building was the site of one of Victoria's two cycloramas, a large 360 degree painted scene

¹ Referenced in the Melbourne Planning Scheme clause 22.04

² Referenced in the Melbourne Planning Scheme clause 22.04

hung in a large drum-like structure. Between 1889 and 1893 American entrepreneurs Reed and Gross, in association with local businessmen, are thought to have created five cycloramas in Australia.

The Little Collins Street cyclorama, depicting *The Siege of Paris*, was erected in 1891 to the designs of notable architects Lloyd Tayler and Frederick Fitts, in association with William Pitt. The bulk of the building was an unadorned partly circular domed brick drum, while the Little Collins Street elevation, consisting of a wide entry and four earlier shop fronts, was designed in an exotic Moghul or Saracenic style, appropriate for an entertainment structure, but uncommon in the nineteenth century. Only remnants of this type of ornament survive, being from the Edwardian-era façade development.

The Cyclorama Company Ltd. was liquidated in 1894 and the building used for other exhibitions and events but the *The Siege of Paris* itself was removed by 1900.

The architect William Pitt prepared drawings for the new owner, Honourable James Graham, to lower the drum-like building to approximately half its height in 1902, apparently reusing some of the materials to build shops in Russell Street.

Architects Oakden & Ballantyne then designed a new Little Collins Street elevation creating eight new shops by 1908 and narrowing the former cyclorama entry to a passageway entered via an ornamental archway. This archway has since been demolished, leaving Edwardian-era Saracenic windows on the upper level. The basement, ground and first level of the cyclorama were used as a factory, specifically for The Specialty press, a prominent member of the printing profession in the State. A sawtooth roof and added level were created for them in 1947 to the design of Charles N Hollinshed who also designed new upper level casement windows for the Little Collins St facade.

In 1962 the building was converted to Georges' Hostess Store to the design of Eggleston, Seacombe, McDonald. More recently, in the 1990s, it was converted to apartments which added a mansard roof form to the building, and an atrium style glass roof over the centre.

The building at 166-186 Little Collins Street is thought to contain part of the only remaining Cyclorama building in Australia and has remnants of uncommon Moghul or Saracenic style ornament on the Edwardian-era Little Collins Street elevation, being the central bay upper level windows, pilaster detailing and the parapet frieze. These Saracenic details appear to have been interpreted from the original cyclorama street elevation.

However most of the distinguishing architectural elements are isolated within the fabric or largely changed, removed or have been recreated. Historical associations with The Specialty Press (part of upper level facade) which occupied the building longer than any other have been reduced by the 1990s changes.

The building row is adjoining another red brick Edwardian-era building, providing for a minor streetscape.



• **Figure 6 Edwardian-era adjoining building**

How is it significant?

Shops & Dwellings and Siege of Paris Cyclorama building, later Georges Hostess Store no longer meets the threshold of local significance aesthetically or historically to the Melbourne Capital City Zone. It is of aesthetical and historical interest only.

Why is it significant?

Shops & Dwellings and Siege of Paris Cyclorama building, later Georges Hostess Store are longer of local significance aesthetically or historically to

the Melbourne Capital City Zone because of multiple changes over time to the publicly visible fabric of the place with no one period of development being associated with locally significant historical themes or aesthetic eras. It is of aesthetical and historical interest only.

Recommendations

This report recommends no change to this site's heritage status but there is potential for continuing interpretation of the site for thematic histories, tourism and other literature.

Interior elements

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

Victorian Heritage Register

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

Recommended for the Victorian Heritage Register? No.

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council

Lewis, Nigel 1976 Historic and Architectural Survey of the Central City of Melbourne Bourke Street, east, Area 8 of the survey commissioned by the Historic Buildings Preservation Council: 27 shopfront replaced, entrance interior altered, otherwise intact - not recommended for the

Historic Buildings Register (no mention of 'Siege of Paris')

i-Heritage

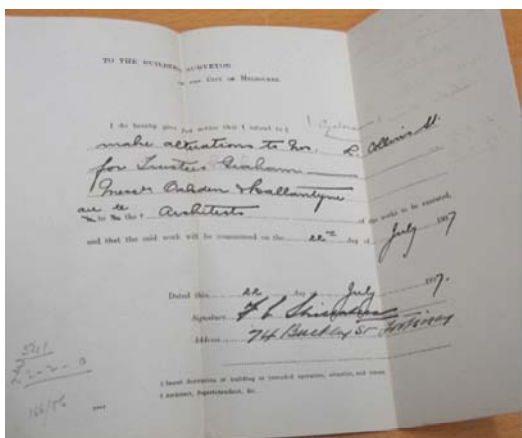
i-Heritage - Central Activities District Conservation Study - Graeme Butler, 1984: Notable features include shopfront and unusual style/ornament. Other Comments -Undergoing reconstruction

Building Permit Application

MCC Building Permit Application (Burchett index) 1 April 1891 4915 fee £6: Lt Collins St, foundations and basement for Cyclorama

B- Rochelle Gover & Smith o Brunswick Rd, Brunswick; A- Taylor, Lloyd & Fitts; O- Melbourne Cyclorama Company.

22 July 1907, 841 (VPRO): B=F Shillabere for trustees of Graham alterations at 166-186 Lt Collins St, A= Oakden & Ballantyne



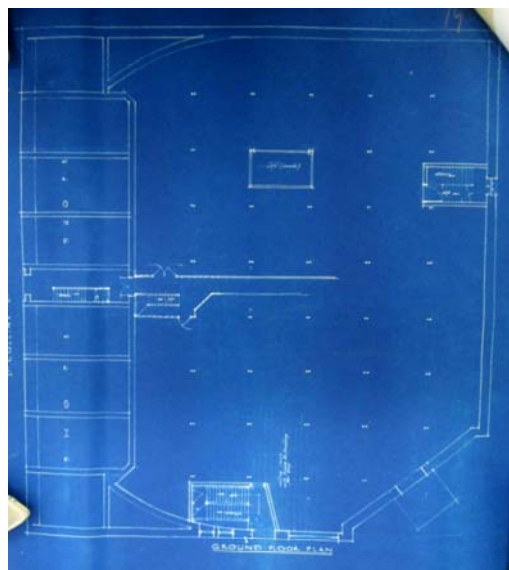
• **Figure 7 Notice of Intention to Build (Building Permit Application) 1907, 841**

(1907, 685 Theatre and shops in Russell St designed by William Pitt for Graham estate).

October 1919, 2289, 2294 erection of fire isolated stairs and alterations to factory at 174 Little Collins St for The Speciality Press Pty Ltd. then care of the Caxton Buildings 189-191 Little Collins St.; builder- A Douglas.

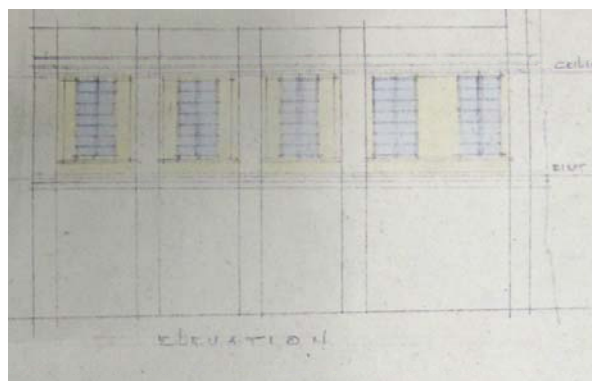
1928 May 7420 erection of shopfront.. (182-186)

January 1938, 19042 alterations to building, estimated at £500, 174 Lt Collins St; architect Charles N Hollinshed, new windows on east wall and stair; for The Specialty Press Pty Ltd. . (owner T.Allan McKay); .Builder- A Parker & Son.



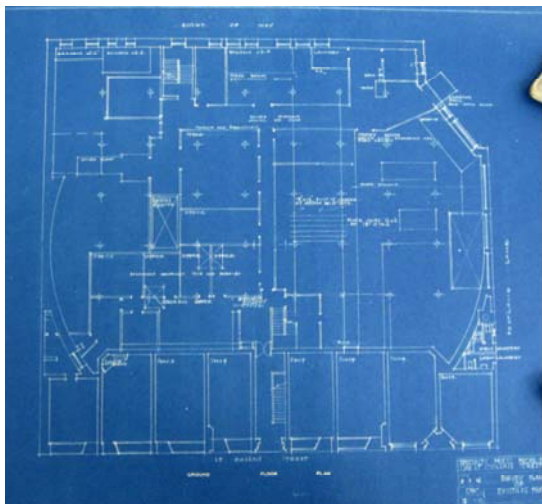
• **Figure 8 Ground floor plan 1938 by CN Hollinshed**

June 10 1947, 24067 £28,990 value of works, added second floor over cyclorama drum for Speciality Press designed by N Hollinshed, engineer Clive S Steele, builder- EA Watts; involving supplementary structure to support new floor and roof and new windows plus artificial lighting for the first floor. The proposed second floor was set just behind the parapet, over the existing shop roofs. New windows were installed on the upper level of Little Collins Street.

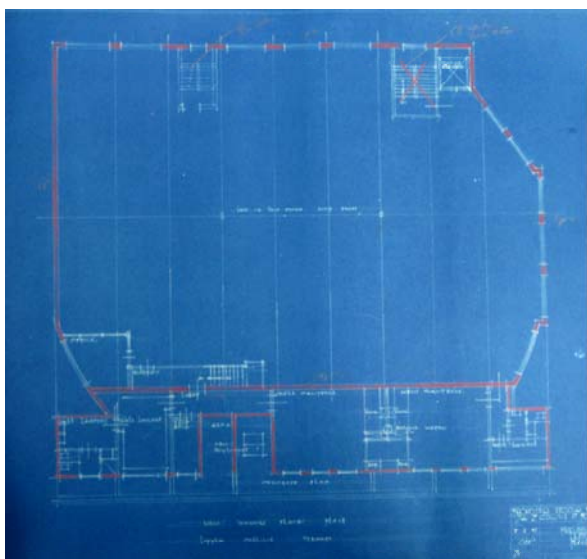


• **Figure 9 new Little Collins St upper level windows 1947**

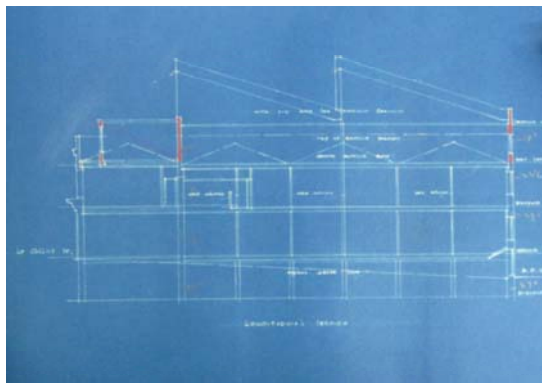
Existing conditions plans from 1946 show early shopfronts plus ground, basement and first floor plans with the first level printer offices extending into the upper level of the centre entry bay and Little Collins St shops to the east of the entry. The window configuration at the west end of the upper level differs from those existing today.



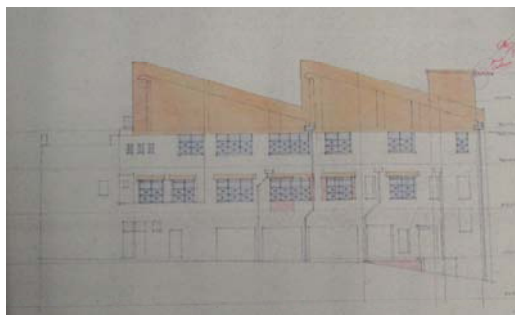
- **Figure 10 existing ground floor 1946 showing shops, Little Collins St entry to cyclorama and early shopfront forms, since replaced.**



- **Figure 11 proposed second floor for cyclorama, 1947**



- **Figure 12 Section showing new saw-tooth roof on second floor, 1947, with existing four roof bays also shown**



- **Figure 13 new masonry on east elevation saw tooth 1947**

National Trust of Australia (Vic) citation

George's Hostess Store (Now Georges Apartments)

Location 166- 186 Little Collins Street
MELBOURNE, MELBOURNE CITY

File Number

B0471

Level National

Statement of Significance

The building at 166-186 Little Collins Street is nationally significant for incorporating the only substantial remnants of a "Cyclorama" building in Australia. The building is also notable for the Moghul or Saracenic style of the street elevation.

A Cyclorama was a large 360 degree painted scene hung in a large purpose-built structure; only five were built in Australia between 1889 and 1893 by American entrepreneurs Reed and Gross, in association with local businessmen.

The Little Collins Street Cyclorama is the only one of which anything substantial remains. The "Siege

of Paris" Cyclorama was erected in 1891 to the designs of notable architects Lloyd Tayler and Frederick Fitts, with William Pitt, in association. The bulk of the building was an unadorned partly circular brick drum, while the street elevation, consisting of the entry and four shop fronts, was designed in an exotic Moghul or Saracenic style, appropriate for an entertainment structure, but rarely used in the nineteenth century, and few examples survive in Australia.

The building was lowered in height, and shops added c.1902 to the design of William Pitt. The façade was also greatly altered, but maintained the unusual style of the original.

The special non-reflective curved glass display windows installed in 1962 as part of the transformation on the building into Georges' "Hostess" Store (designed by Eggleston, Seacombe, McDonald), are individually notable.

Group Retail and Wholesale

Other - Retail & Wholesale'

(Alterations involved with the change of use to apartments have occurred since the classification date.)

Australian Architecture Index

`Lloyd Tayler & Fitts and W. Pitt, joint architects.

Tender accepted for erection of basement of new cyclorama, Melbourne. Australasian Builder and Contractor's News 4.4.1891 p 248'

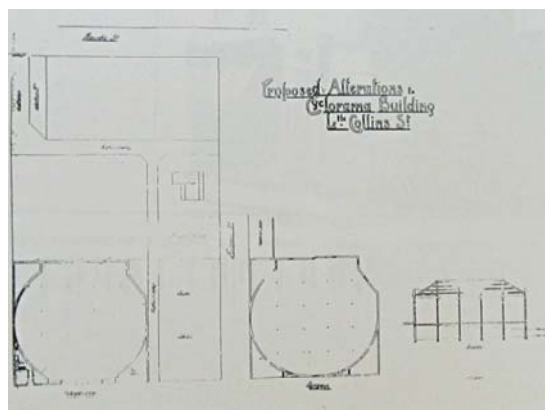
`Lloyd Tayler & Fitts; and W. Pitt, joint architects.

Acceptance of tender - erection of basement of new cyclorama, Melbourne. Australasian Builder and Contractor's News 4.4.1891 p 248'

`Lloyd Taylor & Fitts with William Pitt, joint architects.

Tenders wanted for erection of superstructure of new cyclorama building Melbourne. Building Engineering and Mining Journal 30.5.1891 supplement 3'

State Library of Victoria collection



- **Figure 14 1902 William Pitt drawing showing proposed reduction of height from 50 feet to 25 feet (reversed in 1947) Melbourne University Architectural Collection WD.THE.8 held at State Library of Victoria**



- **Figure 15 Fowler, 1959 view form east showing added floor and sawtooth roof as occupied by The Speciality Press, some early shopfronts remain possibly part at the east end from the 1891 group (State Library of Victoria collection)**

Newspapers

'The Argus':

'The Argus': Tuesday 21 October 1890

THEATENING LETTERS.

CURIOUS EPISTLES THE EMPEROR WILLIAM RECEIVED AT VERSAILLES. '

In the Paris-public library is kept 'a bundle. of curious letters which were, found at the main head -quarters of the German staff in Versailles after the siege of Paris in 1871. ...

'The Argus': Saturday 6 June 1891

'The new Cyclorama-building, off Bourke street, has progressed so far that, yesterday the director of the company accepted the tender for the superstructure. The successful tenderers were Messrs. Waring and Rowden, and the price £13,160. The main entrance to the Cyclorama will be from Bourke-street, just above the Palace Hotel, but there will also be entrances to the lower hall as well as to the Cyclorama itself from Little Collins Street, nearly opposite Messrs. George and George's new premises. The Bourke-street entrance will be the next work taken in hand, and as the plans are in progress it is hoped that the new Cyclorama, viz., " The Siege of Paris," will be open by Christmas.'



- **Figure 16 1991 Little Collins Street elevation showing a much larger building than was existing by c1910 with 6 shop bays of either side of a wide entrance (height reduced in c1902), from *The Cyclorama of the Siege of Paris* booklet 1891 (National Trust of Australia (Vic) file)**

'The Argus': Tuesday 11 August 1891

'Rapid progress is being made with the new cyclorama, between Bourke and Little Collins-streets. The shell is approaching completion, and is sufficiently unsightly. The building is better situated than the old cyclorama, with the success of which it may interfere. The Siege of Paris,

which is to be depicted, should make an attractive picture.'

'The Argus': Saturday 26 December 1891

'A new programme is announced at the Victoria-hall ; the Waxworks and Museum in Bourke-street advertises a fresh list of novelties, and the list of amusements concludes with the Cyclorama of Waterloo and the Eureka Stockade in Victoria-parade and the Siege of Paris in the new building in Bourke Street.'

'The Argus': Saturday 23 April 1892

'The Siege of Paris Cyclorama has attracted more than 3,000 visitors during the holidays. The interesting lectures and good music add greatly to the interest of the war scene.

'The Argus':

Wednesday 25 May 1892

'THE SIEGE OF PARIS.

In commemoration of Her Majesty's 73rd birthday a special programme was given yesterday at the cyclorama of the Siege of Paris. The façade of the building was tastefully decorated with flags, a leading feature in the scheme of decoration being a large bust of Her Majesty, at the time of the great Exhibition, surmounted by an oil portrait taken in the present year. During the day special musical lectures were given, and in the evening the Siege of Paris was additionally illustrated by a series of lime light views. The usual Cyclorama band was also supplemented by the band of the 2nd Battalion. As a special attraction during the week the management have decided upon the distribution of a number of marble busts of the Queen. Forty of these were to be distributed yesterday, each visitor being supplied with a ticket for the drawing which is to take place on Friday evening next. Ten busts a day will be allotted on the same principle during the week, the drawing to take place on the following Monday. Several novel military effects have been added to the Cyclorama itself, and the entertainment is now of a very complete and interesting character.'

'The Argus': Monday 5 June 1893

'THE GARDEN OF EDEN?

Under the title of " The Garden of Eden " a new and striking attraction has been opened at the Rotunda hall attached to the Siege of Paris Cyclorama, Bourke street. The visitors ten at a time, enter a specially constructed kiosk, in which by a scientific arrangement of mirrors some most remarkable effects are produced. The walls of the room, in fact, are entirely formed of mirrors, the angles being filled in with festoons of flowers and

as the roof is composed of green trellis work and artificial flowers, the spectators find themselves apparently in the centre of a vast grove, with avenues of shrubs and flowers extending in every direction This magical garden is tenanted by thousands of people among whom each visitor may with difficulty identify himself repented from every possible point of view So astoundingly natural is the whole thing that the visitor finds it absolutely impossible to distinguish the real persons from the multitudinous reflections, and is inclined to move about with a freedom which is sometimes abruptly checked by contact with the glass sides A pretty illusion is caused by picking up a Japanese fan and waving it with the result that the whole scene is filled with waving fans Similarly the opening of an umbrella is the signal for the instantaneous growth of a mushroom forest of parasols and the illusion lends itself equally well to hundreds of other ingenious and beautiful effects The Garden of Eden is undoubtedly not only absolutely novel, but the best thing in the way of ingenious illusion that has been produced in the colony It will be open every day from 10am to 10 p m, and the management propose to increase its attractiveness as a popular resort by serving afternoon tea at reduced prices in the afternoon '

'The Argus':

Friday 10 August 1900

The "Siege of Paris" cyclorama in Little Collins-street, built 10 or 11 years ago, is being demolished. When the "Waterloo" Cyclorama was prospering, the shareholders in that undertaking decided to mortgage their property, and -with the money raised on the "Waterloo" building they commenced the erection of the "Siege of Paris" structure, a more pretentious and ambitious enterprise, in the very heart of the city. For a time the "Paris" cyclorama attracted many visitors, but the days of its prosperity were few, for in 1895 both "Waterloo" and "Paris" came to an end. The executors of the late Mr James Graham have decided to convert the bricks and other material of the "Paris" building into four shops, to be erected on the vacant land in Russell-street, just above Howes' Tattersall's Club, adjoining the land on which the cyclorama stands. Probably other shops, also constructed out of the cyclorama materials, will be created on the land on which the cyclorama now stands, but with frontages to Little Collins-street. The picture of the "Siege" has been removed from the building, and is now lying in a huge case, covered by a shed especially built over it, in Fitzroy-street, near the "Waterloo" cyclorama. Mr. George Pulling, who erected both cycloramas in Melbourne and those in Sydney and Adelaide, is at present engaged in demolishing the "Paris" one.

The Age

4 September 2007

Michael Lanteri: Building converted in 1995 to apartments by Michael Yates.



- **Figure 17 M Lanteri inside building after major 1995 changes including erection of the glazed lantern roof (The Age 4 September 2007 in National Trust of Australia (Vic) file)**

Mahlstedt fire insurance plan series:

Mahlstedt 1910-23 as amended (State Library of Victoria collection) Plan 8 shows 2 level part circular plan form occupied as one space by Specialty Press printers, described as steel framed, with Oregon joists, behind 8 two-storey shops with central passage.

Mahlstedt 1924-47 as amended (State Library of Victoria collection) Plan 8 shows 2 level part circular plan form occupied as one space by Specialty Press Printers, described as steel framed, with Oregon joists, behind 6 two-storey shops with central passage and double shop-

Mahlstedt c1947 - shown as above 168-186, 3 levels inside 'drum' and 2 levels shops on Lt Collins St. Georges Ltd.

Other sources:

National Trust of Australia (Vic) file 471



- **Figure 18 File card image (no date, 1960s) shows c1902 entry bay with Saracenic upper level windows.**

Letter July 1994 to Michael Yates stating his development had preserved the remaining elements of significance and Mimi Colligan has prepared panels for interpretation. Suggests use of curved form of base in proposed upper levels.

File card with image from the 1960s showing original centre entry arch and one shopfront similar to existing form.

'The Cyclorama of the Siege of Paris' 1894 booklet (State Library of Victoria collection) front page with elevation of Little Collins St showing Moorish arch ground level in 3 bays either side of open centre with view of 3 level Cyclorama drum, with dome and lantern over

Directors: Henry Byron Moore (chairman), Lloyd Tayler, John McMeikan, Isaac Newton, Wm L Ballieu.

W Forster manager

Artist: Felix Philippoteaux, French (Henri Félix Emmanuel Philippoteaux, 1815–1884) s enhanced by Thaddeus Welch of New York (1844-1919); architect Lloyd Tayler & Fitts and Mr William Pitt; Gover & Smith and Waring & Rowden as builders.

William Pitt Jan 1902 plans for renovation of building (State Library of Victoria MU drawing collection: WD. THE.8)

MMBW property service plan 4236 extract:

1901 Owner: Hon James Graham, Punt Rd, S Yarra, Agent: Anketell Henderson...(architect): plan shows drum extending to Lt Collins St with two shops either side 186, 180-182 and 166, 168

1907-1909 plan, with 1931 additions

Owner: Executors of the late James Graham, Melb Agents: Oakden & Ballantyne, 416 Collins St.

1928, 1935, 1945 plans: The Specialty Press Pty Ltd M McKay secretary. Shows flat across Lt Collins St façade.

1947, 1948 plans: The Specialty Press as owner-occupier; Agent: GN Hollinshead...

1956, 1962 plan: The Specialty Press as owner-occupier

Title extract V.8248 F.324: Specialty Press Ltd. of 174 Little Collins St owner part CA10 and 12/11 1960.

'Herald Sun' clipping 12/1/1994 Georges occupied the building since 1967, now to sell.

Classification report at national level in 1994 with major input from Mimi Colligan (her works include 'Canvas and Wax...' Ph.D Monash Univ. thesis 1987)

The Australian Media History Database:

The Specialty Press (1905-1979) Melbourne printer and publisher.

'...Specialty Press outlining its links with other Australian and foreign publishers, its partnerships, agreements, and commercial activities including advertising service agents and advertisers, the promotion of Australia's industries outside Australia and the role it played by supplying J.C. Williamson Ltd. with theatre magazine programmes and theatre slides.'

Melbourne's First Suburb

Colligan in 'Melbourne's First Suburb': 179-American entrepreneurs Isaac Newton Reed and Howard H Gross visited Australia to set up cycloramas in capital cities commissioning Lloyd Tayler open 18 May 1889 under Melbourne Cyclorama Company (company also developed this site)-1896 closed, coinciding with first staging of cinematograph in the Melbourne Opera House - cyclorama in Victoria Parade reopened 1902 - closed 1904 and demolition 1927.

Victorian Heritage Database: Nareen

Nareen was purchased by James Graham (1819-1898), "one of Victoria's most prominent men of commerce ... a good provider rather than a high liver" (Strahan, 282-3; de Serville, 241-2, et altered). James Graham was a merchant, agent and politician who was extremely significant in the fledgling colony of Victoria (Graham, var.). He had extensive pastoral interests in various parts of Victoria. He had extensive commercial interests including railways, insurance, and the

export of wool. As a philanthropist, he was involved with the Old Colonists Association and the Australia Felix Immigration Society. He was a founding member of the Melbourne Club. A member of the initial Legislative Council, he was also a member of the new Council under the 1856 Constitution from 1866-86... By 1904, Nareen had passed to Frederic Lionel Graham who was born in 1864, the son of James Graham and Mary, nee Alleyne, (PIV, Reg. No. 22297). He was described as "Landowner and Grazier, Nareen, via Coleraine, . the proprietor of the Nareen Estate, which he purchased in 1900 from the executors in the estate of the late Hon. Jas. Graham...

Australian Dictionary of Biography

Frank Strahan, 'Graham, James (1819 - 1898)', *Australian Dictionary of Biography*, Volume 4, Melbourne University Press, 1972, pp 282-283.

'GRAHAM, JAMES (1819-1898), merchant, agent and politician, was born on 5 February 1819 at Ennis, County Clare, Ireland, son of James Moore Graham, Irish-born surgeon in the Scottish Fife Militia, and his first wife Anna Maria, née Ievers. He was educated at Ennis College and, after the family moved to Fife in 1832, at Madras Academy, Cupar. There in 1836 he was employed by Pagan & Christie, bankers and solicitors, and on 10 May 1838 was appointed clerk in charge of the National Security Savings Bank of Fife, of which Christie was actuary. Graham immediately deposited 10s. in the bank but resigned in August, sailed in the Alfred in September and arrived in Sydney on 7 January 1839. To his parents he wrote, 'I left my happy home, a home that was endeared to me by the warmest ties of affection, and which contained all that was near and dear to me on this earth'. However, he had a testimonial from Pagan & Christie with 'most cordial wishes for his prosperity and success'.

With three companions and a young servant Graham started overland in April for Melbourne to establish an agency for the Sydney merchant, (Sir) Stuart Donaldson. They travelled through drought-burnt country, crossed the Murray River, saw a promised land which 'gladdened both man and beast' and reached Melbourne on 10 May. Graham's instructions from Donaldson were 'to get settlers to give us wool, and give them in exchange either money at a reasonable rate of advance or sugar, tea, tobacco etc. at the market price'. Young and talented, he soon established a successful business which included investments in land and buildings for Donaldson's clients. In the 1840s he was a director of the Port Philip Steam Navigation Co., the Melbourne Fire and Marine Insurance Co. and the Melbourne Auction

Co., treasurer of the Commercial Exchange, member of the management committee of the Port Phillip Theological Education Society, secretary of the Australia Felix Immigration Society, a trustee of the Government Savings Bank and a commissioner for insolvent estates. By the mid-1840s, though still conducting Donaldson's Victorian affairs, Graham was in business on his own account. He admitted Frederick Lamb as a partner in 1853. Graham was nominated that year to the Legislative Council but resigned in 1854 to visit Britain.

In Cupar the freedom of the burgh was conferred on him after he gave £100 for distribution to the poor to enable them 'to lay in a few necessaries or comforts for the coming winter'. Alarmed by reports of increasing depression in Melbourne he hurried back and in January 1857 was busy at 91 Little Collins Street East penning admonitions to his debtors. He returned to Cupar in 1858 to collect his family and reached Melbourne in October 1860. His association with Lamb had been dissolved in 1857 and next year he formed Graham Bros & Co. His brothers, Edward and Charlie, were admitted as partners. That partnership was dissolved about 1870 but Graham retained the firm's title. His son, Francis, became a partner on 1 January 1876 and on 31 December 1897 another son, Harry, was admitted.

Goods ranging from silk to ore crushers, from brandy to corrosive sublimate were sold by Graham Bros & Co. and bales of Victorian wool were shipped to England. Much of the business was on commission: the firm managed the affairs of such retired investors as the existing-lieutenant-governor Charles La Trobe, selling his colonial land in Jolimont and investing the proceeds. Among his other clients were the overlander, Joseph Hawdon, and the squatter and financier, William Campbell. In addition Graham acted as executor of many deceased Victorian estates. Despite the increasing commitments of his firm Graham was also a director of the Melbourne and Mount Alexander Railway Co. and the St Kilda and Brighton Railway Co., chairman of the Melbourne Exchange Co., a director of the English, Scottish and Australian Bank, the London Guarantee and Accident Co., the Australasian Insurance Co. and chairman of the North British Mercantile Insurance Co., the South British Marine Insurance Co. and the Standard Insurance Co. of Scotland. His interests in station properties included Yering, View Hill, Tragowell, Dunock Forest and Koolomurt in Victoria. He also became consul for Sardinia in 1859 and later for United Italy. He was an early member of the Melbourne Club and its president in 1865, a founding member of the Old

Colonists' Association, a Freemason and an Anglican. In 1866-86 he represented Central Province in the Legislative Council but was not prominent in politics and usually voted as a Conservative. He retired from politics 'to concentrate on business and personal affairs'. Though still active in the firm particularly in managing the affairs of friends and absentee colonists, Graham's letters in his last years were written in a shaky hand.

On 24 September 1845 Graham had married Mary Alleyne, née Cobham; of their eighteen children, eight died young. He died at South Yarra on 31 July 1898, leaving an estate worth more than £189,000. Strong in talent and business associations, industrious and honest, close in his attention to detail, he was one of Victoria's most prominent men of commerce. A good provider rather than a high liver, his life and the outstanding collection of records he left for historians form a fascinating reflection of colonial Victoria's commercial history.

A portrait of Graham is held by a great-grandson, F. J. O. Graham of Sydney, and another is in the Melbourne Club.

Select Bibliography

Fife Herald, 16, 23 Nov 1854; Graham Bros & Co. records (University of Melbourne Archives); minutes of directors' meetings (National Security Savings Bank, Cupar, Fife).'

Probate, VPRO, 1898 Graham

Series number: VPRS 28

Consignment number: P0002

Unit number: 499

cites property 181-207 Bourke St (former frontage of cyclorama); also Little Collins St with 129' frontage 117' depth with 'large brick building known as the Bourke Street cyclorama, comprising cyclorama and Rotunda, and 3 small shops of gross annual rental 80 pounds-cyclorama and rotunda unlet for a 'considerable time' and in their present form are 'practically worthless' (WL Baillieu valuation £2000); also internal land off Lt Collins St...

Sands & McDougall Melbourne or Victorian Directories

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

From Lewis, 1976: 84

1900	168	Yick Kee & Co.	
Tai Goon		Importer	
1905	166-168	Yick Shing	Tea Importer

Tai Goon		Chinese Silk Importer	
182		Switzer, Edward	
1906		As 1905	
1907		see above	
1908			
166-168		Vacant	
174		The Needham Carton Pierre Co.	
1909			
166		Lally, W.F.	Motor Car Electrician
••		168	Vacant
170		Hateley, James	Engraver
1910			
166		Myers, Chas.	Photo Enlarger
168		Pritchard, Geo.	Tailor
170		Hatchley, James	Engraver
1920			
166		Sorokuwitch, Jacob	Draper & Clothier
168		O'Brien & Pritchard	Tailors
170		Flavel, Albert	Die Setter
1930			
166		Westminister Art Galleries	
168		Bernacci, R.C.	Art Dealer
170		Leonardo Art Shop	

From National Trust of Australia (Vic) file 471: The Needham Carton Pierre Co. 1st entry at 174 in 1908

1900-1907 interior of drum mainly occupied by Yick Kee & Co.

Tai Goon, importer

1907

166-168 Yick Shing tea importers

182 vacant

186 Goon Lee importers.

1908

see above 166-8, 182, and 186 vacant.

1909:

170 Flateley, James engravers etc.

172 Boyd Taylor and Mercer

174 as above

178 Hinge, Miss ER booksellers

180 Griffiths & Son art printer & publisher

182 The Orient Chemical Co - Southwell, CA manager.

1910:

as above and

172 Campbell Walker & Co, indents., merchants

182 The Boston Brass Co Pty Ltd

186 Wilson Bros, tailor.

Municipal rate records

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

MCC rate records:

From Lewis:

1902	Sow Loong	Brick shop	35
Graham Bros.	Edward Switzer	do.	35
Graham Bros.	Land 63 x 150		190
Graham Bros.	Yick Kee	Brick shop	

Graham Bros. Yard at rear with Stone Store & Brick
 Store 40
 1903 As 1902
 1904 do.
 1905 do.
 1906 No change Executor of Graham
 1907 do. Executor of Graham
 1908 The Needham P/L Executors Graham
 8 brick shops & large factory 125 x 120
 1000
 do. do. Yard at rear with stone store and
 brick store 19 x 78 160

MCC Valuer's Field Books, VPRO:

FB1907, (entry written over with 8 brick shops etc.
 factory 127x130' £1000.)
 746 Goon Lee exec Graham 186 Lt Collins St brick
 shop 57'x30' £35
 747 exec Graham 182 Lt Collins St brick shop £15
 748 exec Graham off Lt Collins St land £190
 749, Yick Shing (crossed out) exec Graham brick shop
 £55
 750, exec Graham 182 Lt Collins St land yard at rear
 with stone store, £15
 FB1908, 733 exec Graham 186-166 Lt Collins St 8
 brick shops and large factory 3 floors, 127x120' £1000

Relevant thematic history extract

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

Lewis, Miles and others (1995) *Melbourne- the
 City's history and development*: 61-

4.2 BOOM AND BUST

SOCIAL DEVELOPMENT

Central Melbourne was still to a significant extent
 a residential area, and it was occupied largely
 with terraces, lodging houses and medium
 density accommodation, whose inhabitants
 occupied much of their leisure outside the home.
 The hotels, which were very numerous and
 mostly very small, played a much greater role in
 social life than they were to do in the twentieth
 century...

There was something of a boom in the theatre,
 principally under the auspices of the entrepreneur
 G.S. Coppin. Apart from the organised
 entertainments of the theatres and music halls,
 the skittle alleys in Lonsdale Street and the
 waxworks and phrenological museum in Bourke
 Street, 6 much leisure time was spent in the
 street itself, and much entertainment gained from
 the sights to be seen there without paying...'

Lewis 89-

5.2 THE CITY BEAUTIFUL

SOCIAL DEVELOPMENT

The cinema reached Melbourne in 1896 when
 Carl Hertz treated the audience at the Opera
 House to views of a 'skirt dance', street scenes,
 and the sea dashing over rocks, the latter gaining
 great applause. For the next few years the motion
 picture was only a feature in a vaudeville program
 or a short-term demonstration in a hired hall, but
 in 1906 a cinema industry began to emerge. In
 that year 'World's Tours' were being shown in
 Bourke Street, a 'Paradise of Living Pictures' at
 the St Kilda Esplanade, and the now famous
 locally-made film of the Kelly Gang was shown at
 the Town Hall and the Athenaeum. 8 In 1908 the
 Kings Theatre was opened, and exploited the
 cinematograph from the beginning. In 1909
 'West's Pictures' opened on the south side of the
 Yarra, and by 1911 there were over twenty
 suburban picture shows operating. The more
 palatial type of cinema which had been pioneered
 in the United States made its Melbourne
 appearance in the form of the Capitol Cinema in
 1924, 10 and in 1929 the more kitsch but no less
 magnificent State and Regent Theatres were
 opened. In 1901 the Opera House in Bourke
 Street was burnt down, and rebuilt as the Tivoli, a
 music hall which became a popular landmark. His
 Majesty's Theatre was the result of a rebuilding in
 1908, and was again gutted by fire on 25 October
 1929 and further rebuilt. The Comedy was a new
 theatre built in 1928. 11 The first Henley-on-the-
 Yarra regatta was held on 19 March 1904. Ice
 skating was introduced at the Glaciarium in 1906,
 and there was a revival of roller skating at the
 same time. Experiments in local radio
 broadcasting began in 1922, 12 and on 26
 January 1924 the Associated Radio Company
 began regular broadcasts on station 3AR, with an
 opening address by Dr Argyle, the Chief
 Secretary. 13 The urban lifestyle was affected
 also by the introduction in 1909 of late-night
 shopping on Fridays and a half holiday on
 Saturday, and in 1917 an experiment was made
 with daylight saving, though this was not
 continued. 14 'For a city of its size', it was
 reported: 15 Melbourne has singularly little night
 life... Eleven o'clock sees the streets seething
 with the audiences pouring out from the two
 pantomimes, a couple of musical comedies, an
 odd revue, a melodrama, a vaudeville show, and
 a whole colony of picture theatres. For a little
 while the cafes, the hotel lounges, and the oyster
 saloons are full of people anxious for a little
 hurried supper. But an hour later the streets are
 utterly deserted and to the would-be reveller
 Melbourne is a city of dreadful night... True, there
 are one or two establishments which make some
 attempt to emulate the night-club of London and

the cabaret of New York, and with the aid of a string band and a few coloured balloons attain the atmosphere of a kind of "bowdlerised" Bohemia. But they are not many and cannot be said to attract Melbourne "society" in any great numbers. Before the war the young man who knew his Melbourne, could always ensure a moderately cheerful if unconventional finish to the night's entertainment at one of the few little "delicatessen" shops where a friendly waiter generally managed to conjure up some excellent food from the dark recesses of the little kitchen down the corridor. But even these seem to have taken to earlier hours and he would be a bold man who proposed to give a supper party at the saveloy carts in the shadow of St. Paul's or at one of the coffee stalls near the old cyclorama.'

Comparative examples

The building does not compare well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. However because of its uncommon use and design, the building is in its own category. But this specific use and design is no longer apparent in the building exterior except for the external circular or drum form of the cyclorama as emulated in the recent adaptation of the building for apartments.

This place had value for the combination of its historical associations, construction type and stylistic expression but has been altered so as to no longer present these values coherently and remains of historic and aesthetic interest only..

Address	NAME	Date
Exhibition Street 199-225	Her Majesty's Theatre	1886
Spring Street 163-181	Princess Theatre	1887-

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 166-186 Little Collins Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **E** on an A-F individual building scale and a streetscape level of 3 (scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 166-186 Little Collins Street was assessed in this review and graded **C** on an A-E individual building scale. Alterations involved with the change of use to apartments have occurred since that date.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay³. The building at 166-186 Little Collins Street was not assessed in this review. Citations from this assessment are incomplete and in draft final form.

No citation provided.

Other heritage listings

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

³ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Briscoe & Co warehouse, later EL Yencken & Co Pty. Ltd., 392-396 Little Collins Street, Melbourne 3000



Figure 286 392-396 Little Collins Street



Figure 287 West elevation to lane.

Historical associations with persons or events

Creation or major development date: 1882-3

Major owners or occupiers: Robertson , Geo
Briscoe & Co Yenken, Edward L & Company

Designer(s): Twentyman & Askew

Builder(s): Lockington, Harry

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985¹⁰⁸: A,B,C,D,E,F): **C 3**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993¹⁰⁹: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985¹¹⁰: A,B,C,D,E): **B**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

George Robertson & Co, stationers, publishers and booksellers, were located in Little Collins Street West during the 1880s and, prior to that, in Elizabeth Street South; near the later book and

¹⁰⁸ Referenced in the Melbourne Planning Scheme clause 22.04

¹⁰⁹ Referenced in the Melbourne Planning Scheme clause 22.04

¹¹⁰ Referenced in the Melbourne Planning Scheme clause 22.04

newsagency business (refer 107-113 Elizabeth Street, Robertson & Mullens). Robertson reconstructed much of this side of Little Collins St, between McKillop and Queen Streets, during this period: building a speculative four-storey warehouse pair in Brown's Lane (now Penfold's Lane) in 1882 and this five level warehouse in 1882-3. Robertson's own premises, at the McKillop Street corner, were also extensive (built c1875-80).

Briscoe and Co., wholesale ironmongers, were the first and most long-lived tenants of this building, having moved from what became George and George's (later George's) in Collins Street to be nearer their iron yard in Queen Street. This site was also in the midst of a traditional concentration of hardware merchants and wholesalers in this part of the City. The Little Collins Street premises were claimed as '...classed with the finest of the Melbourne Stores'. The basement was a bonded store, holding oil and nails; the ground was divided as offices and a large show room; the first level was a single space, furnished with racks for stock and accommodating the manager (A W Gellantly); and the second and third were large bulk stores.

Briscoe had been established in England for over 100 years (as William Briscoe & Son) when they leased this warehouse, having first opened in Melbourne at Elizabeth Street during 1853. By the late 1880s they had branches in New Zealand and New South Wales.

Architect, Edward Twentyman, had designed the Queen Street premises while, in 1882-3, the new firm of Twentyman & Askew were responsible for this building. The builder was Harry Lockington. Twentyman had already proved himself as the ironmonger's architect, executing the design for McLean Bros. and Rigg's Bourke Street West store (qv).

It was claimed in 1887 that:

'Briscoe and Co. are the largest wholesale house in the colonies, and greatly encourage local industries, one tenth of their output being of colonial manufacture, including brooms, brushware, glassware, colonial ovens, spouting and ridging, tinware, galvanised tubs and buckets, glue, rope, &c.'

By 1910 Robertson had moved back to Elizabeth Street (107-113) and both warehouses, 384-90, 392-96 Little Collins Street, were occupied from 1904 by E L Yencken & Co., importers of oils, colours and plate glass (a forerunner of today's glazing firm) until the 1940s. Edward Yencken had risen in the 1890s to dominate the hardware business and by the turn of the century Yencken was honoured as 'father' of the Melbourne hardware trade. The building location follows the

established grouping of hardware and engineering firms in the north-west of the City during the Victorian-era.

This brick, former wholesale and retail warehouse has an Italian Renaissance revival façade which is distinguished by a vigorous fenestration pattern and the type of ornate cemented detailing typical of Twentyman & Askew's work and later that of David Askew. The street façade is in three parts with the central projecting bay extending over the side bays with an ornate corbel table. Each bay has three levels of double-hung sash window pairs, each window topped with deep label moulds and embellished with foliated cemented capitals to the piers and colonettes between. Openings alternate as either full or segment-arched and there is a deep cornice, supported by closely spaced brackets. The building base has smooth rustication extending down the side lane but the side elevation brickwork, with its deep set windows and loading doors, has been painted. The ground level in Little Collins Street has been changed, another level added behind the parapet, as also have some balconies on the lane elevation, a canopy and signs.

Briscoe's building can be viewed favourably with the highly significant, grander and more ornate but later Stalbridge Chambers (Victorian Heritage Register), also by Twentyman & Askew.

How is it significant?

Briscoe & Co warehouse is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

Briscoe & Co warehouse is aesthetically significant as a well-ornamented Renaissance Revival former warehouse design which, despite ground level alterations, possesses the distinctive and rich cement detailing and design characteristic of the architects, Twentyman & Askew.

Historically the building serves as a reminder of two important Victorian ironmongery firms, Briscoe & Co. and EL Yencken & Co, both major hardware businesses in this former hardware precinct of the City as well as within Victoria.

Recommendations

This report recommends that:

- the building and associated land at 392-396 Little Collins Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the

associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.

- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01¹¹¹.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

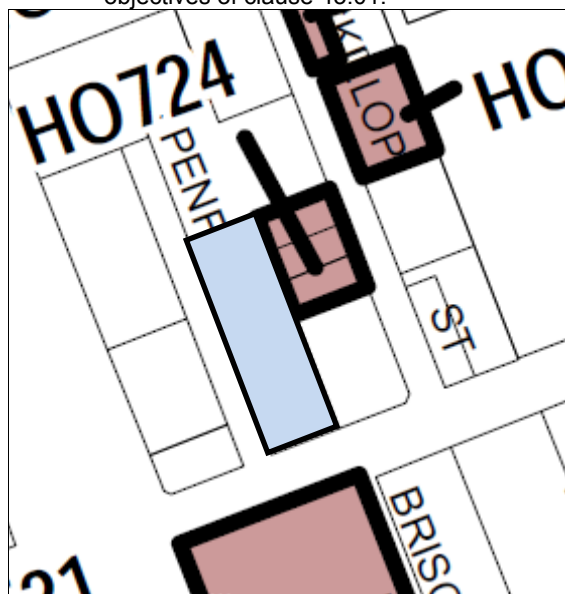


Figure 288 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

i-Heritage

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include an elaborate / high standard design of cement rendered surfaces. Alterations / Recommendations: Ground level rebuilt (inappropriate - reinstate original design or sympathetic alternative) Illuminated sign added (remove or reinstate sympathetic alternative) Other Comments 1899 Briscoe & Co., ironmongers. Graeme Butler Data Sheet : Mahlstedt & Gee plans, 1888 Block 13 shown as 4 storeys (as 37-39 Lt Collins Street west) Briscoe & Co iron and machinery merchants.

Building Permit Application

MCC Building Permit Application (BA) 16/10/1882, 32 Geo Robertson as owner, warehouse, designed by Twentyman & Askew etc. (also 18/8/1882 store Queen St, for Briscoe & Co, Twentyman & Askew, B= James Redfern)

VPRO Building Permit Application s

(2/1/1903 9149 Briscoe & Co warehouse 391-5 Lt Collins St)

(30/8/1912 3558: B= J Duncan, O= Briscoe & Co additions to 391-5 Lt Collins St, fee £2/2/)

Victoria and its Metropolis:

V2: 536 (1887) 558: Twentyman & Askew biog. cites Briscoe's stores; Briscoe & Co. entry - detailed description

*Briscoe and Co., Melbourne. This is a branch of the old firm of William Briscoe and Son, of Wolverhampton and London, which had been established in England for 110 years. The colonial business, wholesale and retail, was opened in 1853 in Elizabeth-street, Melbourne, but the premises there not being large enough for the rapidly increasing trade, the firm built the magnificent premises now occupied by Messrs. George and George, in Collins-street east. Finding it undesirable to carry on a wholesale and retail business combined, they gave up the latter, and removed to their present spacious building in Little Collins-street west, where they have since carried on an entirely wholesale business.

¹¹¹ Interiors and trees have not been assessed unless cited otherwise in the place description

Heritage Assessment of 392-396 Little Collins Street, Melbourne

In addition to these premises, they have a large yard and offices at 172 Queen-street, managed by Mr. James Paton, where all heavy goods are kept, including an immense stock of iron bars of all descriptions, fencing wire, galvanised iron, steel, &c., the convenience for storing and handling which is a striking feature of the establishment, a rack that will hold 1600 tons of bar iron, a travelling crane spanning the yard, and capable of being moved over any point of it, as may be required, being worthy of mention.

The main building in Little Collins-street may be classed with the finest of the Melbourne stores. It consists of five stories, the basement being used as a bonded store, and containing a large stock of oils, nails, &c. The ground floor is occupied by the cashiers and private offices, and also contains a large stock of hardware. The first floor is one large room, which by means of tiers of shelving built at right angles to the walls, and standing out some ten or twelve feet therefrom, is formed into a number of bays, that provide accommodation for the storage of every variety of goods, and bring them conveniently to hand for making up orders, thus greatly facilitating packing. The general manager's (Mr. A. W. Gellatly's) office is placed in this room. The second floor is another large bulk store room, every available foot of which is occupied by goods of all kinds, and the third floor is equally well stocked.

In 1860 the firm established a branch house in Dunedin, N.Z., and in 1861 opened another in Sydney, N.S.W., under the style of Briscoe, Drysdale and Co., both being entirely in the wholesale trade. The principal business is done with foundries, country stores, and contractors. They have also a Government department, constantly occupied with working contracts for iron, steel, general ironmongery, oils, &c., for the Victorian railways, the Harbour Trust, and the Public Works department. In December 1885 they obtained, and are now executing, a Government contract for 40,000 tons of iron rails. Briscoe and Co. are the largest wholesale house in the colonies, and greatly encourage local industries, one tenth of their output being of colonial manufacture, including brooms, brushware, glassware, colonial ovens, spouting and ridging, tinware, galvanised tubs and buckets, glue, rope, &c. The firm is at present composed of Messrs. Richard, Arthur, and Walter Briscoe in England, Mr. Alexander Macneil in Melbourne, and Mr. Hugh Macneil in Sydney.'

MMBW

MMBW PSP 8798: Briscoe & Co owners

Probate

VPRO: John E Briscoe probate (d 12/10/1901 at St Petersburg, Russia) appoints his brother George Briscoe of London as executor. provides 3 parcels of 5000 shares in company to his 2 sisters Helen Margaret and Mary Ethel etc.

See

Series number: VPRS 28

Consignment number: P0000

Unit number: 1068

Consignment number: P0002

Unit number: 616

Series number: VPRS 7591

Consignment number: P0002

Unit number: 334

Australian Dictionary of Biography

Stuart Sayers, 'Yencken, Edward Lowenstern (1854 - 1932)', *Australian Dictionary of Biography*, Volume 12, Melbourne University Press, 1990, p. 594.

YENCKEN, EDWARD LOWENSTERN (1854-1932), merchant, was born on 13 February 1854 at Brixton, Surrey, England, son of Edward Ferdinand Yencken, merchant, and his wife Ellen, née Druce. Young Edward attended school at Shrewsbury and, after his family arrived in Victoria, completed his education at Melbourne Church of England Grammar School. In 1871 he joined the Melbourne branch of the Bank of New South Wales, but next year removed to Brooks, Robinson & Co., wholesale oil, colour and glass merchants and importers of painters' and decorators' supplies, thus entering the trade he would eventually dominate. On 24 January 1882 at All Saints Anglican Church, St Kilda, he married English-born Florence Orr. That year, after reaching managerial level at Brooks Robinson, he decided to found his own business: he returned to England for ten months to establish connexions with British and European manufacturers, and to establish a buying office at 9 New Broad Street, London.

In January 1883 E. L. Yencken & Co., wholesale importers and general indent merchants, opened for business at 3 Flinders Street, Melbourne, sharing 'a handsome building on a bluestone foundation, having cellars and three floors above' with the tea merchants, Griffiths Bros. Unlike many of his older competitors, Yencken was reputed to have begun with 'a large capital'. His business expanded rapidly and survived the loss in May 1885 of goods worth £70,000 in a sensational fire. By 1888 the firm had two adjoining city warehouses and a large store by the Yarra River. Its warehouses were equipped with 'every modern labour-saving appliance', including hydraulic lifts connecting with an iron tramway which delivered goods to their entrances.

Yencken gradually absorbed the business of his main competitors, including that of Brooks Robinson. In 1892 the firm became a limited liability company and by the turn of the century Yencken was honoured as 'father' of the Melbourne trade. The business moved to Little Collins Street in 1904 and shifted from the city to South Melbourne after World War II. A noted member of the Yorick Club from 1903, Yencken enjoyed golf and gardening. Survived by his wife, two sons and two daughters, he died on 7 September 1932 at his Toorak home and was buried in St Kilda cemetery; his estate was sworn for probate at £11,863.

His younger son Arthur Ferdinand (1894-1944) was educated at Melbourne Church of England Grammar School and Corpus Christi College, Cambridge (B.A., 1919). Enlisting in the British Army in August 1914, he became a major in the artillery and was awarded the

Heritage Assessment of 392-396 Little Collins Street, Melbourne

Military Cross. After World War I he joined the Foreign Office and rose to be British minister in Madrid. In 1941 he was appointed C.M.G. Arthur Yencken died on 18 May 1944 in an air crash south of Barcelona, Spain.

Select Bibliography

Sutherland, Victoria and its Metropolis, vol 2 (Melb, 1888); T. Carrington and D. Watterson, The Yorick Club (Melb, 1911); Australian Storekeepers and Traders Journal, 23 Dec 1910, 31 Jan 1911; Argus (Melbourne), 8 Sept 1932; Times (London), 20 May 1944. More on the resources'

Other sources

John Handfield, 1953. 'Briscoes in Australia : one hundred years in hardware' / story by John Handfield ; illustrations by Douglas Annand.

Sands & McDougall Melbourne or Victorian Directories

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

D1883 37 Geo Robertson, store
Steinfeld Levinson & Co furniture manuf.
WD 1884-5 37-39 Briscoe wholesale ironmongers,
Steinfeld Steinfeld Levinson & Co furniture manuf.
D1893 McKillop St
(390 Vacant
396 Briscoe & Co, wholesale ironmongers
Brown's la, D1900 392-396 Briscoe & Co, wholesale
ironmongers
Brown's la, D1904 384-390 Vacant
392-396 Vacant
Bear Alley D1910 384-396 Yencken, EL & Co Pty. Ltd.
importers of oils, colours and plate glass
D1915 384-396 Yencken, EL & Co Pty. Ltd. importers
of oils, colours and plate glass
D1924 384-396 Yencken, EL & Co Pty. Ltd. importers
of oils, colours and plate glass
D1939 384-396 Yencken, EL & Co Pty. Ltd. importers
of oils, colours and plate glass
D1974 Fairfax House
John Fairfax & Co Pty. Ltd. newspapers, Associated
Newspapers, etc.

Municipal rate records

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

MCC Rate Books:

VPRS 5780 Microfiche

Little Collins Street 392– City of Melbourne – Lonsdale Ward

Date Rate no Occupier Owner Description Nav

- 1900 307 Briscoe & Co George Robertson Trust 392 Bk. Store 5 floors 50 x 157 1250
- 1895 303 Briscoe & Co Robertson George 392 Bk. Store 5 floors 50 x 157 1250

- 1890 425 Briscoe & Co Robertson George 392/6 Bk. Store 50 x 157 1400
- 1885 392 Briscoe & Co George Robertson Bk. Store 50 x 157 1300
- 1884 399 Briscoe & Co George Robertson Bk. Store 50 x 157 1200
- 1883 403 Briscoe & Co George Robertson Bk. store unfinished 50 x 157 1200
- 1881 354 George Robertson George Robertson Bk. & stone warehouse 54 x 186 1350
- 1880 354 George Robertson George Robertson Bk. & stone store 54 x 186 1350

Relevant thematic history extract

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

Lewis, Miles and others (1994) *Melbourne- the City's history and development*: 66

4.2 BOOM AND BUST 1860-1900

UTILITIES

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

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

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained and enhanced by the emergence of further historical background on the place, linking it with both the Briscoe and Yencken firms, as an evocation of the significant themes revealed in the Lewis history (1993 review).

Selected warehouses of the 1880s in the Capital City Zone:

Street Number Name Date

- Flinders Street 130-132 Schuhkraft & Co warehouse, later YMCA, and AHA House 1885-1886
- Patrick Street 19-23 1885c
- Flinders Lane 302-306 Leicester House 1886 Little Bourke Street 365-367 Warburton's shops & warehouses 1887
- Niagara Lane 25-31 Marks' warehouses 1887
- Lonsdale Street 189-191 Shops & Workshops 1887
- Heape Court (rear 359 Lt. Lons) - 1887
- King Street (rear of) 22-24 Zander Bond Store, Block C 1887
- Goldie Place 4-6 Penman & Dalziel's warehouse group, part 1887-1888
- Little Bourke Street 112-114 Sum Kum Lee General Store 1888
- Lonsdale Street 76-78 1888
- King Street 310-316 1889
- William Street 259 Spier and Crawford, warehouse 1889
- Hardware Street 63-77 Dynons Buildings 1889
- Lonsdale Street 377-379 1889
- McKillop Street 16-22 1889
- Little Bourke Street 362-364 Marks' warehouse 1889
- Collins Street 497-503 Rialto, The (former) 1889-90
- Timothy Lane - EZ Industries 1889c

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 392-396 Little Collins Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3 (scale of 1-3).

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

History

George Robertson & Co, stationers, publishers and booksellers, were located in Little Collins Street West during the 1880s and, prior to that, in Elizabeth Street South; near the present business (refer 2.62, 107-113 Elizabeth Street). Robertson reconstructed much of this side of the street, between McKillop and Queen Streets, during this period: building a speculative four-storey warehouse pair in Brown's Lane (now Penfold's Lane) in 1882 and this five level warehouse in 1882-3. Robertson's own premises, at the McKillop Street corner, were also extensive (c1875-80).

Briscoe and Co., wholesale ironmongers, were the first and long-lived tenants of this building, having moved from what became George and George's (George's), Collins Street, to be located near their iron yard, in Queen Street. The Little Collins Street premises were claimed as '...classed with the finest of the Melbourne Stores'. The basement was a bonded store, holding oil and nails; the ground was divided as offices and a large show room; the first level was a single space, furnished with racks for stock and accommodating the manager (A W Gellantly); and the second and third were large bulk stores.

Briscoe had been established in England for over 100 years (as William Briscoe & Son) when they leased this warehouse, having opened in this colony at Elizabeth Street during 1853. By the late 1880s they had branches in New Zealand and New South Wales. Architect, Edward Twentyman, had designed the Queen Street premises; in 1882-3, the new firm of Twentyman & Askew being responsible for this building. The builder was Harry Lockington. Twentyman had already proved himself as the ironmonger's architect, executing the design for McLean Bros. and Rigg's Bourke Street West store (qv).

By 1910 Robertson had moved back to Elizabeth Street (107-113) and both warehouses, 384-90, 392-96 Little Collins Street, were occupied by E L Yencken & Co., importers of oils, colours and plate glass (a forerunner of today's glazing firm) until at least the 1940s.

Description

A brick, former wholesale and retail Warehouse with ornate detailing imposed on an otherwise conservative Renaissance revival façade keep closely spaced cornice brackets, an unusual corbel table over the two side window bays and foliation of the impost mouldings, are overlaid on a simple three bay elevation with alternatively full and segment arched paired openings in each. (et. Twentyman & Askew's grander, more ornate, but later Stalbridge Chambers).

External Integrity

Ground level rebuilt, signs added.

Streetscape

In a mixed but similarly scaled streetscape.

Significance

A relatively ornamental Renaissance revival former Warehouse which, despite ground level alterations, possesses unusual cement detailing (but characteristic of the architects) and serves as a reminder of an important Victorian ironmongery firm.

Central City Heritage Study Review 1993

The building at 392-396 Little Collins Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay¹¹². The building at 392-396 Little Collins Street was assessed in this review and graded **C** on an A-E individual building scale.

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

No citation provided.

Other heritage listings

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

¹¹² Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

McCracken City Brewery malt store, later Ebsworth House, 538-542 Little Collins Street, Melbourne 3000



Figure 291 538-542 Little Collins Street- rear and side



Figure 289 538-542 Little Collins Street



Figure 290 538-542 Little Collins Street upper level

Historical associations with persons or events

Creation or major development date: 1878-1879, 1909

Major owners or occupiers: McCracken, Robert & Co

Designer(s): Elliott, William

Builder(s): Walker, Thomas; Taylor & Duguid

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985¹¹³: A,B,C,D,E,F): **C 2**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993¹¹⁴: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985¹¹⁵: A,B,C,D,E): **B**

¹¹³ Referenced in the Melbourne Planning Scheme clause 22.04

¹¹⁴ Referenced in the Melbourne Planning Scheme clause 22.04

¹¹⁵ Referenced in the Melbourne Planning Scheme clause 22.04

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

McCracken's City Brewery was one of the country's leading brewers during the late nineteenth century. The brewery's Melbourne complex occupied a 200' (61m) frontage to Collins Street and the full depth of the block to Little Collins Street. It provided employment for about 110 people and contemporary accounts noted that the plant was fitted out for the latest modern brewery requirements.

Robert McCracken's City Brewery began as McCracken & Robertson, 1851-61. Robert McCracken, as sole manager, improved his plant throughout the 1870s and increased the number of hotels tied to his firm.

'As a leader in labour conditions, he was the first brewer in Melbourne to introduce the eight-hour day in 1879. An avowed protectionist, he encouraged the malting industry and was reckoned one of its best customers. He was also one of the first brewers to realize that cane sugar could balance the instability of colonial malts, an innovation which was perhaps the greatest technical achievement of Victorian brewers... the success of R. McCracken & Co. came in the 1870s that '... brought even greater demand for the company's product, especially as Robert had realized that Victorian drinkers wanted a light, bright-coloured beer. The new product sold well, and the tied house system gave the McCrackens a guaranteed market not only for beer but also for such things as wine, tobacco and sweets bought at a large discount and sold at an even larger profit.'

McCracken & Co became a part of Carlton and United Breweries on 8 May 1907. Later long-term occupiers of the building were associated with Australian overseas wool marketing.

Although situated on the opposite side of Little Collins Street to the main McCracken complex, this three storey building was constructed in two stages as a store for the brewery in 1878-1879. The designer was William Elliott and builders

were Thomas Walker & Co for stage one and Taylor & Duguid for stage two. The result, along with the vast complex of which it was a part, is portrayed in a full page etching in 'Victoria & Its Metropolis', published 1888. A similar view is shown in the 1882 AC Cook panorama. The warehouse resembles Elliott's warehouse designs for Corrs Lane and the Currie & Richards' warehouse (1875) also Porta and Sons Steam Bellows Works. The building is one of only two brewery buildings surviving in the Capital City Zone (see rear of 104 A'Beckett St) and the only remnant of the giant McCracken complex.

The brewery warehouse design took the form of a small Italian Renaissance palazzo with two main levels and an attic, set out in the graduated proportions typical of the style. The expression of this domestic style is made more convincing by its free-standing site, adjoining Gallagher and (formerly) Victoria Lanes. The ground floor is expressed as a heavy base with rustication emanating radially from arcuated windows. The upper floors are generally less ornate with the exception of unusual raised architrave mouldings around the windows at first floor level. The façade terminated in a boldly modelled bracketed cornice. The face brick walls onto the lanes have been painted as have the quarry faced plinth with its segmentally arched basement vents.

Sometime in the 20th century an additional third and part fourth floor have been added to the building with their own boldly modelled cornice which has modified the vertical proportions of the façade. Minor modifications at ground floor level and external painting of the building's face brickwork have been undertaken but, the Little Collins street façade remains in good and fairly original condition. The secondary Gallagher Place façade has been extensively modified with large modern window openings throughout.

How is it significant?

McCracken City Brewery malt store is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

McCracken City Brewery malt store is of aesthetic significance as a good example of a free-standing form of the Victorian-era Renaissance Revival palazzo type within Melbourne's Capital City Zone.

Historically the building is also of note as one of only two brewery buildings surviving in the Capital City Zone and the only remnant of the giant McCracken brewing complex, once of national prominence and the largest industrial complex ever to exist in the Capital City Zone.

Recommendations

This report recommends that:

- the building and associated land at 538-542 Little Collins Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01¹¹⁶.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

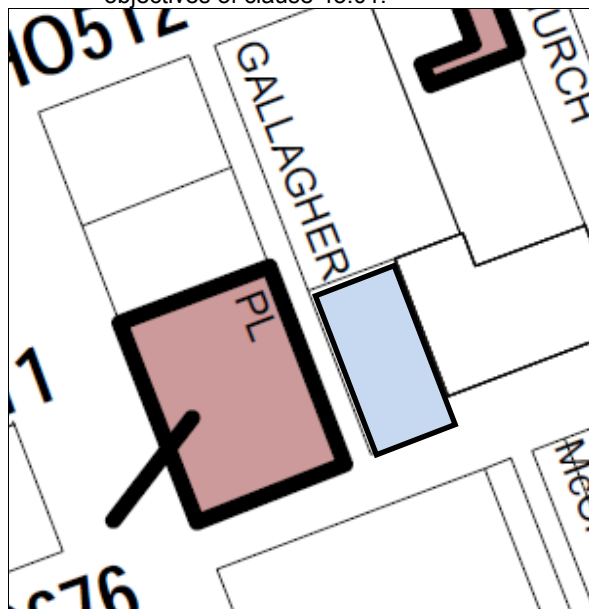


Figure 292 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

Recommended for the Victorian Heritage Register? No.

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council,

Perrott Lyon Timlock and Kesa, Historical and Architectural Survey Area 2, Melbourne Central Business District (CBD), for the Historic Buildings Preservation Council, 1976 (79): 102 shows Sutherland p. 676.(V&M 1887-8) view ; citation - historically significant

i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Relates to Wool Exchange. Only survivor of large McCracken Brewery complex. Alterations / Recommendations: Added floor, colours, new openings, openings reglazed (all sympathetic - no recommendation) Canopy at side (inappropriate - remove or reinstate sympathetic alternative) Stone plinth painted (inappropriate - remove by approved method). Other Comments R McCracken & Co., brewers; see Sutherland p. 676.

MCC Building Permit Applications (BPA):

24/8/ 1878 7735: fee £1/15/ Little Collins Street City Brewery, 4 storey additions to Brewery, O= McCracken & Co, B -Thomas Walker & Co, A - W Elliott Bourke Street west.

21/3/1879 7935 fee £1/15/ Little Collins Street west McCrackens Brewery, B=Taylor & Duguid, 12 Miller St, W Melb, Elliott, W `additions'

(14/10/1882, 29 Collins Street West City Brewery for R McCracken & Co, by Henderson & Smart Collins Street

¹¹⁶ Interiors and trees have not been assessed unless cited otherwise in the place description

Heritage Assessment of 538-542 Little Collins Street, Melbourne

east, builder Kay Noble of Erin St, Richmond fee £3/10/-)

VPRO MCC Building Permit Application register: 8/1/1909 1173 Hollow & Sons additions to McCracken 540-2 Lt Collins St.

Mahlstedt fire insurance plan series:

Mahlstedt & Gee fire insurance plans 1888: block 20: shown as McCracken & Co: 3 levels to front wing, two and then one. St James Cathedral was a nearby to the east.

Mahlstedt fire insurance plans 1910-23: block 20: shown as McCracken & Co: 3 levels to front wing, two and then two. St James Cathedral was a nearby to the east.

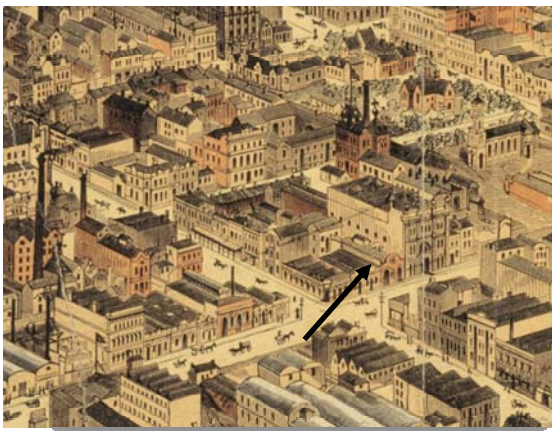


Figure 293 Cook panorama of 1881 showing brewery complex, (State Library of Victoria collection).

Australian Architecture Index (AAI)

Cites Sutherland: McCracken's City Brewery Ltd., Collins St. West. Premises added to at various stages, total over 4 acres. 192 ft. to Collins St. by 316 ft., and 192 ft. to Little Collins St. Also 50 ft. frontage on north side of Little Collins St., running almost to Bourke St. Illustr. shows early 3 story building at left and 1880s 3 story building at right. *Victoria and its Metropolis*, II, 677;

Henderson and Smart (now Reed,

Henderson & Smart). design of premises for the City Brewery for R. McCracken & Co., Collins St. to Lt. Collins St. Illus. perspective Elevation (no. 494-508 & 510-518 in 1906 directory) *A'sia Sketch* 27.8.1883 p 158

W. Elliot, architect, 106 Bourke Street West.

Tenders invited for additions to the City Brewery for Messrs. R. McCracken and. Co. *Argus* 3.8.1878, p 3

George Wharton

Tenders wanted - erection of a bluestone brewery for McCracken & Robertson in Collins St. West.

(As ultimately expanded, McCracken's Brewery became nos. 494-518 - MBL 1983). *Argus* 15.3.1883 p 3

Twentyman and Askew, Archts.

Tenders for erection of stables, McCracken's Brewery. *Australasian Builder and Contractor's News* 6.7.1889, p 22

Australian Dictionary of Biography

G. H. Gellie, 'McCracken, Alexander (1856 - 1915)', *Australian Dictionary of Biography*, Volume 10, Melbourne University Press, 1986, p. 240.

George Parsons, 'McCracken, Robert (1813? - 1885)', *Australian Dictionary of Biography*, Volume 5, Melbourne University Press, 1974, p. 136. see A. Sutherland et al, *Victoria and its Metropolis*, vol 2 (Melb, 1888); *Australian Brewers' Journal*, 3 (1884); *Age* (Melbourne), 18 Feb 1885; *History of the Carlton and United Breweries* (University of Melbourne Archives, and National Library of Australia).

Other sources

James Smith (ed), *The Cyclopaedia of Victoria*, Vol II, 1903, p.538.

Sands & McDougall Melbourne or Victorian Directories

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

D1974 540-542 Merino House includes London Wool brokers Pty. Ltd.

D1935 Pitman House

Sir Isaac Pitman & Sons Ltd publishers, etc. many wool buyers and brokers.

D1924

British Australian Wool Realisation Assoc. Ltd

D1904: 540-542 McCracken's brewery stores (Gallagher's-pl— McCracken's Brewery, stables..)

D1893: Victoria Ia

542 McCracken's brewery stores

Gallagher's pl

D1880 Little Collins at W- N side

(Church St

121 Bell 's bonded and free stores

Bell, William M, and Co, merchants)

Right-of-way

McCracken , R, and Co.'s stores

Gallagher place -,

Municipal rate records

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

VPRS 5780 Microfiche

Little Collins Street 538-542— City of Melbourne — Lonsdale Ward

Date Rate no Occupier Owner Description Nav

- 1900 281 McCracken & Co McCracken & Co Bk. store stables & yard 50 x ? 450
- 1890 327 McCracken & Co McCracken & Co Bk. Store and stables 50 x 90 250
- 1880 301 McCracken & Co McCracken & Co Bk. Store 50 x 90 250
- 1879 293 McCracken & Co McCracken & Co Bk warehouse 3 flats 50 x 90 250
- 1878 305 McCracken & Co McCracken & Co Bk. Store 4 floors 50 x 90 250
- 1877 No listing

Relevant thematic history extract

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

Context, 2010 draft:

5.5 BUILDING A MANUFACTURING INDUSTRY

By the 1840s, Melbourne boasted ironmongers, mills of all kinds, soap-making establishments, tanneries and breweries. The Yarra and Maribyrnong provided both water for power and a means of disposing of waste products.

The land that factories were built on tended to be low-lying and undesirable for residential use; factories were most concentrated in West Melbourne, North Melbourne and Kensington. The higher ground of East Melbourne, by contrast, was almost free of industry, with the notable exception of the Victoria Brewery, an expansive red-brick castellated structure. Another important industrial area was on the south bank of the Yarra, where metal workshops and ship repair yards were located.

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.

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 were left empty or converted for other uses. The industrial area of Southbank has been virtually obliterated by the new developments of the 1990s.

Comparative examples

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

1985 assessment have been maintained and enhanced by the historical background of the building as the last purpose-built brewery building in the central City.

Selected Capital City Zone warehouse examples from the 1870s-1880s:

Street Number Name Date

- A'Beckett Street 61-69 McClure & Valentine Warehouse, former 1871
- Flinders Street 360-372 Cobden Buildings, later Fletcher Jones building 1872
- King Street 22-24 Doyles Free Stores 1873
- Melbourne Place 14-30 Watson's and then Stanford & Co's warehouse, later Kelvin Club 1873-1874
- Franklin Street 79-81 Alfred Shaw and Company later Currie and Richards Building 1875
- Bourke Street 655-659 Hudson Stores 1877..
- Little Collins Street 538-542 McCracken Brewery malt warehouse, later Ebsworth House 1878-1879
- Bourke Street 666-668 Curtain's Woolstore 1879
- Little Collins Street 392-396 Briscoe & Co warehouse 1882-3
- King Street 115-129 Union Bond Melbourne Storage Company Ltd 1882-3
- King Street 42-44 Gladstone Chambers 1883

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 538-542 Little Collins Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 2(scale of 1-3).

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

History

The only survivor of a huge city industrial complex, by 19th Century standards, this former malt store is also one of the few built reminders of a vast brewing firm. Mansions in Essendon are the other, more domestic remnants of the industrial empire, (Earlsbrae, Leslie Road and North Park, Woodlands Street). The two mansions were built for Robert's sons, Colier and Alex, after his death in 1885. The architect for this building was William Elliott and the builder, Thomas Walker & Co.

Peter and Robert McCracken's City Brewery, began in 1851 (McCracken & Robertson, 1851-61) and, by the continual updating of brewing methods, prospered, particularly once

the company began to tie hotels as sole users of its products. On the industrial relations side, they were the first in the brewing field to give workers the eight-hour day.

Their products included bitter ale, the standard 'running ale' and stout and their works covered four acres, ironically located adjoining St. James Anglican Cathedral. The imposing Collins Street elevation was in basalt and brick and this malt store in cemented brick, backing on to stabling and a lorry yard extending nearly through to Bourke Street. Most of the Collins Street frontage is now occupied by 500 Collins Street.

Description

Designed in a conservative Italian Renaissance style (Palazzo manner) the façade miraculously retains most of its ground and upper level openings, with major moulded divisions ruled off at the first floor and former parapet levels. Above this a matching 'attic' addition has been made in a traditional but plain manner, which remains subservient to the original design. Its architectural treatment compares with Currie & Richards' warehouse (1875).

External Integrity

The east wall has new openings and the whole building extends into what were two and one storey stable buildings. It has been thoroughly renovated internally and the adjoining lane built over.

Streetscape

Complementary to the Roman grandeur of the Wool Exchange on the west, and the former bonded store across King Street.

Significance

An unusually intact (façade only) early Palazzo revival warehouse which, by its elevation and vertical subdivision, is expressive of its original use (warehouse), that being part of Victoria's largest early Victorian period brewery and perhaps the largest industrial complex ever to exist in the C.A.D.

Central City Heritage Study Review 1993

The building at 538-542 Little Collins Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital

City Zone but outside of the heritage overlay¹¹⁷. The building at 538-542 Little Collins Street was assessed in this review and graded C on an A-E individual building scale.

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

History and Description

McCracken's City Brewery was one of the country's leading brewers during the late nineteenth and early twentieth centuries. The Melbourne production facilities occupied a 200' (61m) frontage to Collins Street and the full depth of the block to Little Collins Street and provided employment for about 110 people. Contemporary accounts noted that the plant was fitted with the latest of modern brewery requirements [Smith]. Although situated on the opposite side of Little Collins Street this three storey building was constructed as a store for the brewery in 1878-1879 [Butler]. The designer and builder have not been identified.

As constructed, the building took the form of a small Italianate palazzo. The ground floor was expressed as a heavy base with rustication emanating radially from arcuated windows. The upper floors were generally less ornate with the exception of unusual raised mouldings around the windows at first floor level. The façade terminated in a boldly modelled cornice. Since its construction, an additional third floor and part fourth floor have been added to the building with their own boldly modelled cornice which has obscured the vertical tripartite division of the façade. In addition, a number of minor modifications at ground floor level and external painting of the building have been undertaken. Nonetheless, the Little Collins street façade remains in good and fairly original condition. The secondary Gallagher Place façade has been extensively modified with large modern window openings throughout.

Statement of Significance

The building at 538-542 Little Collins Street is of aesthetic significance at a local level as a good example of an early development with a façade executed in a simple Renaissance Revival style within Melbourne's CBD. It is also of note as the only surviving structure of the large McCracken Brewery complex.

Footnotes:

- James Smith (ed), The Cyclopaedia of Victoria, Vol II, 1903, p.538.
- Butler, CAD Conservation Study, 1985, 538-542 Lt Collins Street.

¹¹⁷ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Other heritage listings

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

Porta and Sons, Steam Bellows Works, 25 Little Lonsdale Street, Melbourne 3000



Figure 294 25 Little Lonsdale Street, with 20th century wing at rear.



Figure 295 25 Little Lonsdale Street

Historical associations with persons or events

Creation or major development date: 1883-4

Major owners or occupiers: Porta, Joseph of Porta & Sons bellows makers Mills, William

Designer(s): Elliott, (William?)

Builder(s): Stanesby, GH

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985¹¹⁸: A,B,C,D,E,F): **C 3**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993¹¹⁹: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985¹²⁰: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

Statement of Significance

What is significant?

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).

Joseph Jeremiah Porta (1820-98) and his descendants conducted a successful bellows making business in the Little Lonsdale precinct and nearby for over ninety years, commencing at least as early as 1866 and concluding in 1959.

¹¹⁸ Referenced in the Melbourne Planning Scheme clause 22.04

¹¹⁹ Referenced in the Melbourne Planning Scheme clause 22.04

¹²⁰ Referenced in the Melbourne Planning Scheme clause 22.04

Joseph was born in Birmingham in 1820 to John Baptist Porta (born 1793 in Italy) and his wife Jane. The gold era's expansion in population had created sufficient demand for blacksmiths for Porta to establish what is claimed as the first bellows making business in Victoria, if not Australia. This was in 1866 when he was forty-six and located at 146 (later 25) Little Lonsdale Street East, on the corner of the infamous Casselden Place.

Since the late 1860s Porta had leased the property from a tinsmith, William Mills, who had owned a wood and brick workshop of 2 rooms there. Prior to that, a brick workshop and forge was occupied by Porta's associate, Alex Lugton (of Lugton, A., & Sons, engineers) and Mills. The property contained a timber and brick workshop when occupied by Alexander Lugton as an engineer and smith between 1859 and 1863. Porta also had a two-storey house erected on this site in 1877, coinciding with a valuation increase for the property of near 50% in 1876-1877.

With consolidation of the population and the economy, blacksmith numbers expanded rapidly: ninety-four were listed in Melbourne directories in 1861, rising to 160 by 1872, a 70 per cent increase in just over a decade. They all required bellows.

By the 1880s the Porta firm was one of the Colony's foremost bellows manufacturers and exhibited along with only one other bellows maker at the Melbourne International Exhibition of 1880-1, as only the second international exhibition to be held in Australia. The firm was given the First Order of Merit and a silver medal in the machines and machine tools class but had already entered four products in the prestigious 1875 Inter Colonial Exhibition.

Joseph's family lived at 114 Napier Street, Fitzroy from 1868. They moved to Alphington after his partial retirement in 1883, leaving the business to sons Joseph and John. The family business evolved to become Porta timber mouldings, claimed to be Australia's leading mouldings supplier in 2004.

Rate records of the mid 1880s show Francis & Co Chemists leasing 25 Little Lonsdale Street as a laboratory from Joseph Porta and later the Chinese cabinetmaker, Ah Chee Soon (Ah Chee & Co), leased it from previous owners, including the Mills family. Chee Lung & Co and later Quong, Wah & Co., cabinet makers, continued this use into the 1930s. The advent of Young Motor Products accessories manufacturers was a sign of the change from Chinese commerce to motor trade uses in this part of the City by the mid 1930s.

The original parapeted and skillion-roofed structure was extended to its present size in the twentieth century. In 1940, the building's roof was damaged by fire and reinstated by builders, Messrs Hollows & Sons, for the estate of AG Jones, a ladies handbag maker of Therry Street. The building permit application drawings show reconstruction of the first floor, parapet and hipped roof of the rear wing, with the front skillion roof section untouched externally. This front section was converted for use as an entry and stair lobby for the wing behind while the old stair in the rear section was removed. For greater safety and to comply with regulations, the building was to be used as a single occupancy: it had been two, with Young's Motor Products on the upper level and J Morris engineer on ground level. The rear upper level was to be storage.

The former factory is a simple parapeted skillion roof structure with a ruled rendered façade and decoration limited to a simple string courses and cornice. Fenestration is regularly arranged with arcuated windows and door openings. Unusual original or early window joinery appears to have survived in the front wing. The rear addition is clearly distinguishable in roof form and the use of machine made pressed red brickwork: it appears to date from the Edwardian-era when used for cabinet making with the 1940 repairs confined to the parapet and change to upper level window sills.

It is a good example of an early factory warehouse building and illustrates the gradual shift from mixed residential to factory uses which occurred in this part of the City during the nineteenth and early twentieth centuries, with occupation by Chinese in the Edwardian-era as Melbourne's Greater Chinatown. The building façade retains a high degree of integrity to its early state.

How is it significant?

Porta and Sons, Steam Bellows Works is significant historically to the Melbourne Capital City Zone.

Why is it significant?

Porta and Sons, Steam Bellows Works is of historic significance as an excellent and early example of a small factory-warehouse within Melbourne's Capital City Zone as demonstrated by its small scale and limited window area. It illustrates the shift from mixed residential to factory uses in this part of the City during the late nineteenth and early twentieth centuries. The building's close association with the successful manufacturer, Joseph Porta is also significant as is the long use as a Chinese cabinet making

premises, a link to Melbourne's Greater Chinatown of the Edwardian-era.

Recommended for the Victorian Heritage Register? No.

Recommendations

This report recommends that:

- the building and associated land at 25 Little Lonsdale Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01¹²¹.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

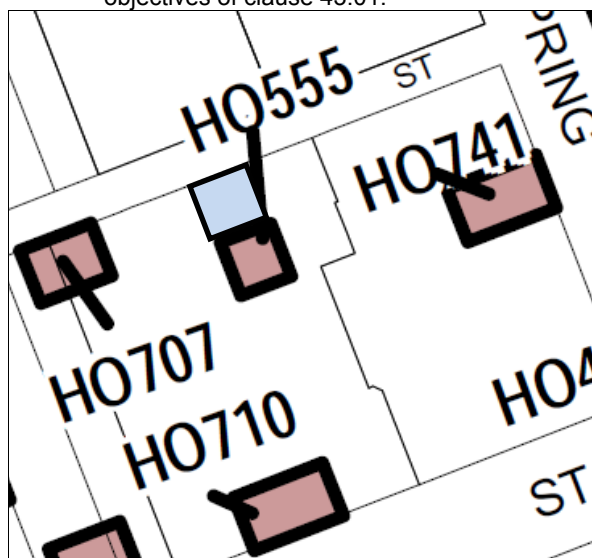


Figure 296 proposed heritage overlay: boundary determined by building.

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council

Daryl Jackson Evan Walker Architects Pty. Ltd 1976 for Historic Buildings Preservation Council ; Melbourne: the area bounded by Victoria, Spring, Lonsdale and Swanston Sts..(77): 88- cites RB1868, 982 Gipps Ward and D1868 as Alex Lugton (who resided at 11 Gertrude St, Fitzroy moved to 27 by 1889) brick shop and forge, not recommended for National Estate Register , Commonwealth owned so no Historic Buildings Register, no historical significance, says completely intact; Map c1910 shows Lung & Co cabinetmakers and surmised extension. D1889 Francis & Co use it as chemical laboratory by c1889.

Building Permit Application

Burchett Index: MCC Building Permit Application: 16 Oct 1876 6958:

Joseph Porta builder/owner '2 storey house' 146 (Little) Lonsdale east £1/15/- fee - listed in ledger as 'dwelling house'

MCC Building Permit Application 13/8/1883 436: Lt Lonsdale Street east B= GH Stanesby, A= E Elliott (William Elliott?) , O= 'J Porter' warehouse, £2/2 fee .

MCC Building Permit Application: 26/7/1940 21425 £150 reinstate

Probate

VPRO Probate: 1882, 1898

Series number: VPRS 28

¹²¹ Interiors and trees have not been assessed unless cited otherwise in the place description

Heritage Assessment of 025 Little Lonsdale Street, Melbourne

Consignment number: P0002

Unit number: 485

J Porta owns part CA9/25 Town Melbourne 40' to Lt Lonsdale Street by 74'9" with a brick factory erected thereon, value £800, also Napier St, Fitzroy, etc . estate £4335.

Panoramas

DeGruchy & Leigh 1866 isometric- shows one storey building on site, with row houses in Casselden Place adjoining at rear

1880 Panorama from north: shows one storey, , with row houses in Casselden Place adjoining at rear

Melbourne and Metropolitan Board of Works detail plan, 1019, City of Melbourne Publication 1895 shows L-shape plan, vacant yard on east side;

Mahlstedt fire insurance plan series:

Mahlstedt & Gee 1888: no plan

Mahlstedt 1910-23: plan 8A: Lung & Co cabinet maker, 2 storey in two sections, front wing with entry on east side, window; longer rear wing with openings both sides and entry at rear. (adjoining Gorman Alley/ Casselden PI with row houses etc.)

Porta shown at 17 Lt Lonsdale Street

Melbourne Roll Plan 12, 1856

Vacant site at front, small building at rear.

I-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 : Building Identification Form (BIF): Additions at rear (sympathetic - reinstate original design), part bricks painted on side (inappropriate - remove by approved method), louvres new on upper windows (inappropriate - reinstate original design or sympathetic alternative). Other Comments 19th century section (front) added to, c1900?

Inspection 2010: shows c1910-20 and later red brick carcass and Victorian-era façade brickwork merging on side elevation. Warehouse façade on east side also in newer brickwork

'The Argus':

Thursday 16 May 1867: advert. Lugton's sausage machines plus other brands cheap, 144 Little Lonsdale St.

Saturday 16 May 1868, also 12 May as first?

Now Lugton's Phoenix works:

'SAUSAGE MACHINES, superior to any imported, can be seen at work with horse-power, steam, or band ; also, second-hand Sadler's, Ball's, and other makers, superior brass Fillers, cheaper than imported.

A. Lugton, Phoenix Works, Little Lonsdale-street'

Saturday 4 September 1875 THE INTERCOLONIAL EXHIBITION. Lugton exhibits.

4 November 1874:

Lugton's superior CHOPPING and Brass Fitting machines also Barley combining machine for maltster. 144 Little Lonsdale..

9 December 1880:

'PORTABLE AND SEMI-PORTABLE ENGINES.

In the eastern machinery annexe, opposite the state carriages exhibited by the Victorian Railway department, ...Lastly, opposite to the above, there is a small semi portable engine by Lugton and Sons, of Little Lonsdale street. This little engine is about as simple as an engine well could be, and would no doubt prove very useful...'

17 December 1880:

(Exhibition)

BELLOWS MANUFACTURES.

Judging from the displays made by Messrs. J. Porta and Sons, of Little Lonsdale-street east, and Messrs. Harrop Brothers, of Elizabeth-street north, the bellows manufacturing industry in Melbourne has reached a high standard The first mentioned firm occupy both wall and floor space, and shows very large variety of plain and ornamental work. The fancy articles are in many devices and are richly mounted and illuminated. On the floor is a 44in blacksmith's bellows, a double action blast bellows, and round portable forges adapted for ship builders, boilermakers, &c , all of substantial and neat workmanship. Amongst their specialties is a bellows for sulphuring vines Messrs Harrop Bros also show a double action bellows, a very compact Smith's bellows, and portable forges. The work bestowed on these articles will likewise command attention'

Saturday 28 October 1882

Porta letter about his evidence to the Tariff Commission.

'THE TARIFF COMMISSION.

TO THE EDITOR OF THE ARGUS.

Sir,-I find by The Argus of this morning, in your report upon the Tariff Commission, that some misunderstanding must have existed in notifying my evidence before the commission. In the first place, you state that during last year our firm turned out 1,086 pairs of household bellows, which should have been 1,086 dozen pairs ; and further on you state that certain wholesale firms who purchased the bellows made by our firm had erased the brands of the factory, and passed them off as imported articles.

What I said was that certain wholesale firms who purchased the bellows made by our firm had erased the brands, and the only reason I could account for them so doing was that if the brands were left on, their customer. might see them, and send to us direct for the goods. By inserting the above in your columns you will greatly oblige,-Yours, &c.,

JOSEPH G. PORTA,

Heritage Assessment of 025 Little Lonsdale Street, Melbourne

Pro J. Porta and Sons,

146 Little Lonsdale-street east

Wednesday 13 August 1884

J. PORTA and SONS, Steam Bellows Works, 152

Little Lonsdale-street east, manufacturers of Portable FORGES, and Bellows of every description made to order. Workmanship guaranteed

30 January 1897:

‘ACCIDENTAL DEATH.

An inquest was held by Dr. Youl yesterday at the Alfred Hospital with reference to the death of Michael James Laney, 43 years of age, who died in the Melbourne Hospital on Wednesday last. The evidence showed that the deceased was engaged in cleaning and oiling a crane at Lugton's foundry in Lonsdale-street, when the handle suddenly flew out of his grasp, and struck him a terrible blow on the forehead. He died from inflammation of the brain. The jury returned a verdict of accidental death.’

Porta web site:

<http://www.porta.com.au/company-history/>

‘J. Porta & Sons was established in 1868 by Joseph Porta at 146 Little Lonsdale Street, Melbourne. It was the first industrial bellows making business of its kind in Victoria. By 1920, as business evolved, timber mouldings and other products were also manufactured and traded.

Whilst his elder son continued running the city business, Joseph bought land at Fairfield and established a second manufacturing business with his younger son John. John's sons, Jack and Leslie, developed the Fairfield works in the 1930s during which time dowels and other timber mouldings were manufactured.

In the mid 1930s, Jack and Les parted company and Les opened up a similar business in Sandringham. Jack continued to operate from Fairfield, developing the business through the acquisition of a sawmill at Tanjil Bren in Country Victoria. Jack Porta's only daughter married Norman Pizzey during World War II. On his return in 1945, he joined the company which subsequently became incorporated as J.W. Porta & Sons Pty Ltd in 1952...’

Other sources

John Anthony Leckey 2004. ‘“Low, Degraded Broods?” Industrial and Entrepreneurialism in Melbourne's Little Lon 1860 – 1950’ (Kew, Vic. : Australian Scholarly Publishing) deals with Porta business. States new brick workshop built at 154 Lt Lonsdale by GH Thornby designed by Elliott in 1883- 6 rooms, with iron roof- see above.

Ryan, AJ & Edmonds, K (DHC) 1979. Historical and Architectural Development of the Commonwealth Centre site, Melbourne: no individual assessment of this building.

Sands & McDougall Melbourne or Victorian Directories

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

D1944-5 W Mitchell storage.

D1939 Young Motor Products accessories manuf. (Lugton, 27-9)

D1935: 23-25 Quong, Wah & Co cabinet makers (Lugton, 27-9)

D1915-1920 Chee Lung & Co cabinet makers (Lugton, 27-9)

D1904: 23-25 Ah Chee & Co, cabinet makers (27-33 Lugton, A., & Sons, engineers)

(Gorman alley)

D1893:

(Casselden Street 24 Nung Sing

22 Naylan, Mrs M.

10 Craig, James

7 Powell; John

9 Carney, Michael

11 Lyons, Mrs J.

13 Haxton, Thomas

15 Kenny, Matthew)

25 Porta, J., & Sons, bellows makers

Gorman alley

(27 Lugton, A., & Sons, engineers and boilermakers)

D1888

146 Francis & Co, chemical laboratory

(31 Lugton, 17 Porta)

D1887

146 Francis & Co, chemical laboratory

D1883, 1884:

(Gorman)

146 & 152 Porta, Joseph and Sons, bellows makers

(Casselden)

D1880, D1882:

144 Lugton, Alexander, & Sons, engineers &

blacksmiths

Gorman alley

146 Porta, Joseph, and Sons, bellows makers

Casselden St

D1879

146 Porta, Joseph, and Sons, bellows makers

Casselden St

D1878:

Porta, Joseph bellows maker

(Casselden)

D1877:

Porta, Joseph bellows maker

(Casselden)

D1875 :

(142 Ryan

144 Lugton, Alexander, & Sons, engineers &

blacksmiths)

146 Porta, Joseph, and Sons, bellows makers

(Butcher)

D1870

(144 Job

Lugton, A engineer and blacksmith)

146 Porta, Joseph bellow maker

(Whelans Lane- later Casselden St)

D1865

(Lugton

Right of way)

146 Mills, William tinsmith
(Weyland-lane)
D1860
(142 Cramer
Right of way)
146 Lugton, Alexander engineer and smith
(Right of way
D1858
(144 Bryant
Right of way)
146 Cornwall, Henry butcher
(Right of way)

Municipal rate records

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

VPRS 5780 Microfiche

Little Lonsdale Street 25– City of Melbourne – Gipps ward

Date Rate no Occupier Owner Description Nav

- 1900 824 Ah Chee Soon Mrs Mills Little Lonsdale street, Bk. Store 2 fls 25 x 60 20 20
- 1890 921 Porta & Sons Joseph Porta Bk. Store 25 x 60 50
- 1885 949 J. Francis Joseph Porta 146 Lt. Lonsdale St. Bk. Workshops 25 x 60 50
- 1880 1017 James Porta Jas Porta (Casselden Street) Bk. Workshops 25 x 60 40
- 1879 1015 James Porta James Porta Bk. Workshops 25 x 60 40
- 1878 999 J. Porta J Porta Bk. Workshops 25 x 60 40
- 1877 999 John Porta William Mill Bk. Workshop 40
- 1876 991 John Porta William Mill Wood & Bk. Workshop 24 x 60 28
- 1875 998 Jas Porta William Mill Wood & Bk. Workshop & rms. 24 x 60 28
- 1874 999 J. Porta William Mill Wood & Bk. Workshop & rms. 24 x 60 28
- 1873 1002 J. Porta W. Mill Wood & Bk. Workshop 24 x 60 28
- 1872 1002 J. Porta W. Mill Wood & Bk. Workshop 2 rms. 24 x 60 28
- 1871 1012 W. Mill W. Mill (Whelan Lane) Bk. 3 rms. 20 x 30 16
- 1013 J. Porta W. Mill (Whelan Lane) Wood workshop 24 x 30 12
- 1870 973 Joseph Porta Alex Mill Bellows factory Bk. 10
- 1869 979 Blank Mrs Mill Workshops 10
- 1868 970 ? Mrs Mill Shop & workshop 10
- 971 Daniel Libby Joseph Fonst Gorman lane house 2 rms. Wood 18
- 972 William Willison, Mrs Bryant, Gorman lane, house 2 rms. Wood 10
- 973 Alexander Lugton Alexander Lugton 144 Lt. Lonsdale street, Bk. shop & forge 22
- 974 Mrs Daniel Alexander Lugton 144 Lt. Lonsdale St. Bk. house 2 rms. Workshop at rear 14

- 1867 1186 Mills Mills 146 Lt Lonsdale Bk. Store & c 10

Relevant thematic history extract

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

Lewis: Statement of Significance

Melbourne's character has also been positively affected by the manner in which various groups and activities have positioned themselves within its matrix, as happens in many cities. The Chinese in and around Little Bourke Street, the mercantile zone near the Customs House in Flinders Street, the clothing trade in Flinders Lane, the legal community centred upon the Law Courts in William Street and the medical profession at the east end of Collins Street — the tendency for these and other groups and activities to perpetuate themselves has contributed noticeably to the social and architectural identity of their respective areas. The wave of European immigration in the post-war period had a less noticeable impact upon the specifically physical and architectural character of the city, while nonetheless clearly transforming its cultural identity.

Lewis: 61

4.2 BOOM AND BUST

SOCIAL DEVELOPMENT

Chinatown achieved its greatest population and area in the four decades from 1871 to 1910. Between 1871 and 1891, as alluvial gold was worked out, the Chinese population in Victoria declined from 25,000 to between four and five thousand. But many of those who remained came to Melbourne, where by 1891 there were 2,500, or over 30% of the Chinese population of the colony.

Context, 2010 draft:

5.5 BUILDING A MANUFACTURING INDUSTRY

By the 1840s, Melbourne boasted ironmongers, mills of all kinds, soap-making establishments, tanneries and breweries. The Yarra and Maribyrnong provided both water for power and a means of disposing of waste products.

The land that factories were built on tended to be low-lying and undesirable for residential use; factories were most concentrated in West Melbourne, North Melbourne and Kensington. The higher ground of East Melbourne, by contrast, was almost free of industry, with the notable exception of the Victoria Brewery, an expansive red-brick castellated structure. Another important industrial area was on the south bank of the Yarra, where metal workshops and ship repair yards were located.

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.

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 were left empty or converted for other uses. The industrial area of Southbank has been virtually obliterated by the new developments of the 1990s.

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained and enhanced by the additional historical background and the link to the Porta firm .

Selected Capital City Zone factories of the 1870s-1880s:

Street Number Name Date

- Franklin Street 79-81 Alfred Shaw and Company later Currie and Richards Building 1875
- Little Lonsdale Street 25 Porta and Sons, Steam Bellows Works 1883-4

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 25 Little Lonsdale Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 25 Little Lonsdale Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay¹²². The building at 25 Little Lonsdale Street was assessed in this review and graded **C** on an A-E individual building scale.

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

History and Description

25 Little Lonsdale Street was constructed c.1888 as a two storey store[D1887-1888]. It was initially occupied by Mrs Eliza Shiels as a warehouse although it was subsequently occupied by Francis & Co Chemists and later J Porta & Sons, bellows makers. The designer(s) and builder(s) of the early works are not known. The original skillion-roofed structure was probably extended to its present size in the early twentieth century. The building was damaged by fire in c.1940 and reinstated by Builders, Messrs Hollows & Sons [Building Permit Application].

The building permit, notes that it was not possible to reinstate the building in the precise form that had existed prior to the fire, although the nature of the alterations is unclear.

The former factory is a simple structure with a rendered and ruled façade and decoration limited to a simple string courses and cornice. Fenestration is regularly arranged with arcuated windows and door openings. Unusual original or early window joinery appears to have survived throughout. It is a good example of an early factory building and illustrates the gradual shift from mixed residential to factory uses which occurred in this part of the City during the late nineteenth and early twentieth centuries.

The building has been painted in recent years but remains in good condition and its façade appears to retain a high degree of integrity to its early state.

Statement of Significance

25 Little Lonsdale Street is of aesthetic significance at a local level as an excellent example of a small, early factory within Melbourne's CBD, illustrating the shift from

¹²² Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Heritage Assessment of 025 Little Lonsdale Street, Melbourne

mixed residential to factory uses in this part of the City during the late nineteenth and early twentieth centuries. Despite damage to the building by fire c.1940, the façade appears to have retained a high degree of integrity to its early state.

Footnotes:

- Sands & MacDougall, Directory of Victoria, 1887-88.
- MCC building permit 21425, 26/7/40, Reinstatement after fire.

Other heritage listings

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

Collie, R & Co warehouse, 194-196 Little Lonsdale Street, Melbourne 3000



Figure 297 194-196 Little Lonsdale Street



Figure 298 194-196 Little Lonsdale Street



Figure 299 194-196 Little Lonsdale Street: rear and side elevation to lane, with early or original elements such as the cathead.

Historical associations with persons or events

Creation or major development date: 1903

Major owners or occupiers: Collie, Robert & Company

Designer(s): Pearson, RH

Builder(s): Henningsen, H

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985¹²³: A,B,C,D,E,F): **C 1**

MCC Place Value Definition 1985:

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

¹²³ Referenced in the Melbourne Planning Scheme clause 22.04

Building grading 1993 (Central Activities District Conservation Study 1993¹²⁴: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985¹²⁵: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

Designed by RH Pearson, the workshop and warehouse at 194-196 Little Lonsdale Street, was constructed in 1903 by Hawthorn builder, H Henningsen, for the printers supply firm, R Collie & Co. Robert Collie and Co, who also had a Sydney warehouse, remained in this location into the 1950s. The firm was a long-time member of the Victorian Master Printers and Allied Trades Association, along with household names such as Sands and McDougall Pty. Ltd. McCarron, Bird & Co, Spicers and Lamson Paragon, and was a consistent government supplier of printing and bookbinding materials.

This is a two storey tuck-pointed red brick factory-warehouse with rendered classical revival details combined in a free and non-academic fashion. Stylistically, this is referred to as Federation Free Classical: its proponents sought to combine a Classical sense of repose and harmony with a modern simplicity. The use of classical proportions without the full panoply of columns pilasters entablatures and pediments was seen as an advance from the Victorian-era. The

¹²⁴ Referenced in the Melbourne Planning Scheme clause 22.04

¹²⁵ Referenced in the Melbourne Planning Scheme clause 22.04

building rises from a heavy red brick base containing basement windows, with rendered pilasters, stripped of their usual decorative detail, rise superposed through the full height of the building to a bold pedimented parapet. The pilasters and cornices at parapet and first floor levels divide the façade into a series of bays, each containing a large segmentally arched window with timber joinery. Original joinery appears to have survived throughout. The side and rear elevations are also well-preserved, the latter in a gabled parapeted form and the former, with unusual recessed windows, loading doors and a gantry. This loading bay was the scene of a fatal accident in 1914.

The building is in excellent original condition, but has added unrelated services on the east wall to the lane.

This warehouse is a contributory part of a highly significant group (194-200 Little Lonsdale Street) of similar Edwardian-era 2 storey warehouses, terminated on the east by the John Knox church complex (1863-). Nearby Drewery Lane and similarly scaled buildings in Swanston Street provide period character to the area.

How is it significant?

The Robert Collie & Co warehouse is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

The Robert Collie & Co warehouse is of aesthetic significance as a good and well-preserved example of an Edwardian factory-warehouse with a stripped Edwardian-era classical revival style façade, distinctive within Melbourne's Capital City Zone. The building contributes to a highly significant warehouse streetscape believed to be among the most intact within the Capital City Zone, and is part of a valuable Victorian-era enclave including the adjoining Knox Church and Sunday school, and Evans' row houses in Swanston Street.

Historically the building has a long association with a prominent firm within the local printers supply industry, Robert Collie & Company.

Recommendations

This report recommends that:

- the building and associated land at 194-196 Little Lonsdale Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**C**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The*

Capital City Zone, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.

- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01¹²⁶.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

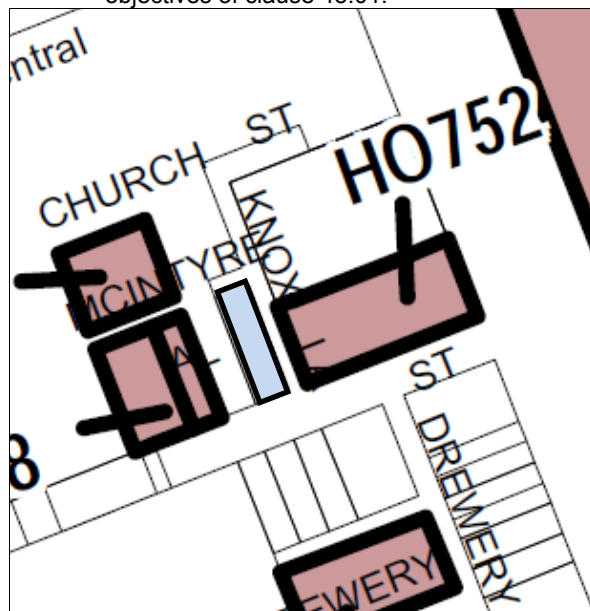


Figure 300 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;

¹²⁶ Interiors and trees have not been assessed unless cited otherwise in the place description

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

i-Heritage

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include unpainted cement render and unpainted decorative brickwork. Alterations / Recommendations: New sign (sympathetic), part bricks painted (inappropriate - remove by approved method)

Building Permit Application

Burchett Index: Building Permit Application (BPA) 1903, 8939: Feb 25

Victorian Government Gazette:

13/7/1920, 18/7/1924, 7/7/1925 supply lists

'The Argus':

Thursday 16 February 1905, Saturday 17 February 1906 submissions to Tariff Royal Commission:

TARIFF COMMISSION. THE FIRST MEETING. SUMMARY OF COMPLAINTS.

'The Federal Royal commission appointed to inquire into the effects of the tariff held its first meeting in the Senate club-room yesterday afternoon. The chairman (Sir John Quick, M.H.R.) presided, and all the other members..' Collie complaint-Lampblack only raw material admitted free....'Unless the duty on resin oils for use in the manufacture of printing inks be struck out we cannot continue the manufacture of cheap black news ink ...'

Wednesday 7 October 1914

James Cook, man crushed to death by machinery delivered from Geelong at Collie's - loading from van in Knox Place -hit by swinging load from gantry.

Saturday 20 November 1915 W Collie of R Collie report to Parliament.

'GOVERNMENT PRINTING

OFFICE.

VALUATION OF THE PLANT.'

REPORT BY MR. W. COLLIE.

A report, giving details of the valuation made by Mr W. Collie (Messrs R. Collie and Co. Melbourne) of the printing plant at the Government Printing Office,

Hobart, was tabled in the House of Assembly on Wednesday. The report, which is dated 11th October, 1914, states that the total value of the plant was estimated at £8,826 s 3d, but that this does not include the photo gallery, telephone system or stock, and continues as follows ...'

Tuesday 27 August 1940

'The Sydney Morning Herald' (NSW : 1842-1954)
Tuesday 24 June 1919 : fire at Sydney premises.

Australian Architecture Index (AAI)

No entry for R Pearson

Sands & McDougall Melbourne or Victorian Directories

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

D1950 194-200 Collie, R & Co Pty. Ltd. printers furnishers

D1944-5, D1939, D1935, D1930, D1920 194-196 Collie, R & Co Pty. Ltd. printers furnishers

D1915 194-196 Collie, R & Co printers outfitters

D1910, D1905 194-196 Collie, R & Co printing ink manuf., printers furnishers

D1900 194 John Smith/ 196 Mrs Morgan

Municipal rate records

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

No search carried out.

Relevant thematic history extract

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

Context 2010 (draft):

'Context:

5.5 BUILDING A MANUFACTURING INDUSTRY

By the 1840s, Melbourne boasted ironmongers, mills of all kinds, soap-making establishments, tanneries and breweries. The Yarra and Maribyrnong provided both water for power and a means of disposing of waste products.

The land that factories were built on tended to be low-lying and undesirable for residential use; factories were most concentrated in West Melbourne, North Melbourne and Kensington. The higher ground of East

Melbourne, by contrast, was almost free of industry, with the notable exception of the Victoria Brewery, an expansive red-brick castellated structure. Another important industrial area was on the south bank of the Yarra, where metal workshops and ship repair yards were located.

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.

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 were left empty or converted for other uses. The industrial area of Southbank has been virtually obliterated by the new developments of the 1990s...'

5.6 PUBLISHING NEWSPAPERS AND PERIODICALS

John Pascoe Fawkner produced the city's first newspaper, the Melbourne Advertiser, in 1837, preferring to handwrite the first editions rather than wait for a printing press to arrive. Another early Melbourne newspaper was the Port Phillip Patriot, established in 1840. The Australasian commenced in 1851, published from the Argus office; four years later Melbourne Punch appeared. [Briggs, p. 297] The fiercely democratic Age newspaper was founded in 1854, and its more conservative rival, the Argus, in 1846.

In addition the city produced a multitude of weeklies and other periodicals, include the Leader, the Weekly Times and Table Talk. Melbourne had more newspapers per head than any other city at the time. This busy publishing industry was partly due to new printing technology, but also reflected the importance that Melburnians placed on the democratic process.

A new Herald & Weekly Times building was erected in Flinders Street between 1921 and 1928. During much of the twentieth century there were newsboys on every city corner. The popular tabloid the Sun News-Pictorial and the Herald appeared in several issues per day, but in the 1980s were merged to form the Herald-Sun.

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained and enhanced by the recognition of the building's key role in a significant warehouse group and its relatively high integrity.

Selected Edwardian-era warehouse examples in the Capital City Zone:

Street Number Name Date Architect

- Flinders Lane 167-173 1901 King, R M & Stainsley

- Flinders Lane 145-149 Metcalfe Building 1902 Tompkins, H W & F B
- Bourke Street 288-292 Sutton Pty Ltd, former 1902 Unknown
- Bourke Street 561-563 Abrahams, Former Gollin Building 1902 D'Ebros, Charles
- Franklin Street 96-102 Keep Bros & Wood workshop and showroom, later Stramit Building 1903 Askew, DC
- Little Lonsdale Street 194-196 Collie or Collier, R & Co warehouse 1903 Pearson, RH
- Little Bourke Street 107-109 Shops & Residences 1903-4 Barnet, Nahum
- Queen Street 217-219 Grant's warehouse 1904 Gibbs & Finlay
- Little Lonsdale Street 198-200 Cavanagh's warehouse 1904-1905 Burke, J E
- Flinders Lane 277-279 Tomasetti Building, former Desgraves Mill 1905 Hyndman & Bates
- Bourke Street 640-652 Eliza Tinsley Building, former 1905c
- Little Lonsdale Street 202 1905c Burke, J E
- Patrick Street 22-26 1905c
- Little Bourke Street 609-623 Eliza Tinsley Machinery Store, former 1905c
- Lonsdale Street 115 Blakely & Co. Warehouse 1905c ?
- A'Beckett Street 104 Henry Box & Son Company offices and warehouse 1906 Wight, Gerald
- Flinders Lane 189-195 1906 Tompkins, H W & F B
- Franklin Street 63-67 Cyclone Woven Wire Fence Co. factory 1906-, 1925 Beaver & Purnell?; Purnell, Arthur W
- Little Bourke Street 93-97 Tye & Company Furniture Warehouse (facade) 1907 Stapley, Frank
- Flinders Street 292-298 Rocke Tompsitt Building, former 1908
- Flinders Lane 341-347 Reid House (rear) 1909 Bates Peebles & Smart
- Flinders Lane 308 1909 ? Barnet, Nahum?
- Brewery Place - Sniders & Abrahams Pty. Ltd. Building 1910 Crawford, H R (Engineer)
- Exhibition Street 272-274 P.N. Hong Nam Building 1910-11 Webb, R G
- Flinders Lane 161-163 1910c
- Lonsdale Street 117-121 Taxi Cab Company Pty Ltd Motor Garage 1910c
- Lonsdale Street 103-105 Factory 1910c
- Flinders Lane 164-170 Richard Allen & Sons Pty. Ltd. 1910c Bates Peebles & Smart ?
- Flinders Lane 179-181 1911 Pitt, William
- Elizabeth Street 59-65 Brooks Chambers 1911 Inskip & Kemp
- Lonsdale Street 612 Reidy Building 1911c
- Flinders Lane 234-236 Manchester House 1912 Bates Peebles & Smart
- Flinders Lane 333 Boydex House 1912 Tompkins, H W & F B
- Flinders Lane 125-127 Higson Building 1912-1913 Billing Peck & Kemter
- La Trobe Street 488-494 Glenwill Building 1912c?
- Swanston Street 330-334 RMIT Building 22 1913 Flanagan, L J
- Bourke Street 654-664 Sunshine Building 1914 Sydney Smith Ogg & Serpell
- Little Bourke Street 227-233 Hoyts Deluxe Picture Theatre Stores 1914-15 Pitt, William
- Little Bourke Street 290-316 Myer Emporium 1914c- Tompkins, H W & F B

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 194-196 Little Lonsdale Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 1 (scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 194-196 Little Lonsdale Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay¹²⁷. The building at 194-196 Little Lonsdale Street was assessed in this review and graded **C** on an A-E individual building scale.

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

History and Description

194-196 Little Lonsdale Street, was constructed c1940 [D1904] as a two storey factory in tuck-pointed red brick with rendered details. The designer and builder are not known.

The first occupants of the new building were R Collie and Co, printing ink manufacturers, who remained in this location for over a decade [D1904-14].

¹²⁷ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

It is an unusual architectural example in which simplified Classical details are combined in a free and non-academic fashion. Stylistically, the mode is occasionally referred to as Federation Free Classical, and its proponents sought to combine a Classical sense of repose and harmony with a modern simplicity through the use of classical proportions without the full panoply of columns pilasters entablatures and pediments.

The building rises from a heavy red brick base containing windows to the basement. Rendered pilasters, stripped of their usual decorative detail, rise through the full height of the building to an bold pedimented parapet. The pilasters and cornices at parapet and first floor levels divide the facade into a series of bays, each containing a large arcuated window. Original joinery appears to have survived throughout. The building is in excellent original condition.

Statement of Significance

194-196 Little Lonsdale Street is of aesthetic significance at a local level as a good example of an Edwardian factory with an unusual stripped Classical facade within Melbourne's CBD. It contributes to a significant streetscape believed to be among the most intact examples of an early warehouse district within Melbourne's CBD.

Footnotes:

- Sands and MacDougall, Directory of Victoria (D), 1904.
- Sands and MacDougall, Directory of Victoria, 1904-1914.

Other heritage listings

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

Cavanagh's or Tucker & Co's warehouse, 198-200 Little Lonsdale Street, Melbourne 3000



Figure 301 198-200 Little Lonsdale Street



Figure 302 198-200 Little Lonsdale Street

Historical associations with persons or events

Creation or major development date: 1904-1905

Major owners or occupiers: Cavanagh, Miss (Trust Fund)

Designer(s): Burke, J E

Builder(s): Sewell, F B

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985¹²⁸: A,B,C,D,E,F): **B 1**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993¹²⁹: A,B,C,D,E): **B**

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

Building grading level 2011 (Central Activities District Conservation Study 1985¹³⁰: A,B,C,D,E): **A**

MCC Place Value Definition 2011:

These buildings are of national or state importance, and are irreplaceable parts of Australia's built form heritage. Many will be either already included on or recommended for the Victorian Heritage Register or the Register of the National Estate.

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

Built by F B Sewell for the Cavanagh Trust and to the design of J E Burke, this two storey warehouse and basement was commenced in

¹²⁸ Referenced in the Melbourne Planning Scheme clause 22.04

¹²⁹ Referenced in the Melbourne Planning Scheme clause 22.04

¹³⁰ Referenced in the Melbourne Planning Scheme clause 22.04

1904 and completed in the following year. Major tenants include the hardware importing firm, Robert Tucker & Co who was there into the 1930s.

By 1940 it served as storage for the Orient Home Publishers and more recently as offices for Taxation Services of Australia, probably coinciding with a major renovation of the interior for offices. This change reflected the gradual shift from this once important hardware merchandising centre, first, to the city's northern and western boundaries and, finally, into more distant industrial centres like Footscray, Sunshine and Newport.

The building is a free adaptation of the Romanesque revival, popular in Melbourne Edwardian warehouse designs, with bold brick arches either side of the entrance. The symmetrical façade, realised largely in red brick, comprises a slim vertical entry element with a rendered and scrolled pediment. The entry is flanked by two bold brick arches set deep within red brick pilasters. Large rendered balls surmount the pilasters above the broad cornice, further accentuating the vigour of the forms used in the composition. A range of decorative devices including foliated collars to the pilasters at first floor level and vertical banding to the underside of the cornice introduce a level of complexity to the façade which would rarely reappear in commercial buildings of the twentieth century.

The former warehouse contributes to an important early warehouse streetscape at 194-196 and 202 Little Lonsdale Street. The latter building is another designed by JE Burke. Nearby is the early Knox Church, Evans' row houses and the significant tobacco buildings in Drewery Lane.

The building appears to have retained its early fabric virtually intact including original or early window joinery and decorative detail.

How is it significant?

Cavanagh's warehouse is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

Cavanagh's warehouse is significant historically for its reflection over time of the gradual shift from this once important hardware merchandising centre first to the City's northern and western boundaries and finally into more distant industrial centres like Footscray, Sunshine and Newport. Architecturally this is as an excellent example of a free adaptation of the Romanesque revival, popular in Edwardian warehouse designs. Bold brick arches further accentuate the vigour of the forms used in the composition, together with the

strong detailing of the Romanesque inspired cement foliated capitals. The building is a major streetscape element in this important commercial building group.

Recommendations

This report recommends that:

- the building and associated land at 198-200 Little Lonsdale Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (A) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01¹³¹.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

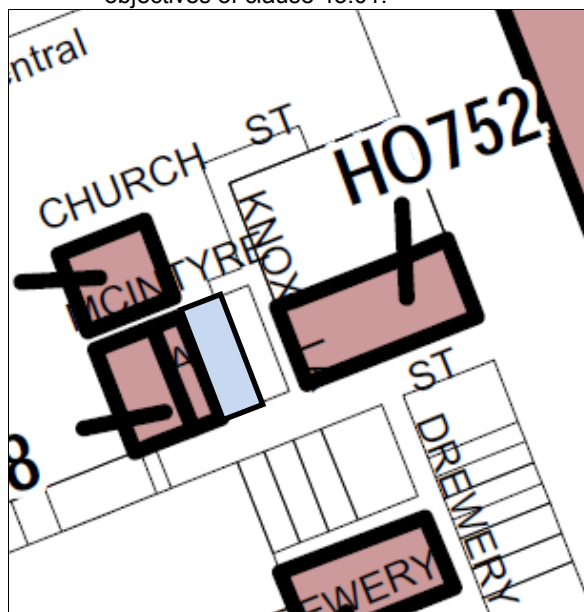


Figure 303 proposed heritage overlay: boundary determined by building

Interior elements

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

¹³¹ Interiors and trees have not been assessed unless cited otherwise in the place description

Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register?* yes.

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council

Willingham, Alan 1976. A survey of Historic buildings in Area no. 3 of the Central Business District Melbourne (for the Historic Buildings Preservation council) (83), p13 citation, notes loss of 204-6;

Building Permit Application

Building Permit Application 9382;

i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Notable features include elaborate/high standard design of cement rendered surfaces - capitals. Strong link with 202 Little Lonsdale, by same architect. CBD study: consider Historic Buildings Register; PA 9382 (12/7/04). 198 - 200 Little Lonsdale Street property, now part of 198 - 252 Little Lonsdale Street property key.

Victorian Heritage Register

Adjoining 202 Little Lonsdale Street is Victorian Heritage Register (Victorian Heritage Register) H0509

Victorian Heritage Database

198-200 LITTLE LONSDALE STREET

Location 198-200 LITTLE LONSDALE STREET
MELBOURNE, Melbourne City

Heritage Inventory (HI) Number H7822-1077

Heritage Inventory Description

1880 - Building shown on site. 1904-5 - 2 storey brick store with basement built by FB Sewell for the Cavanagh Trust. Tenants 1905-1930s: Robert Tucker & Co, Hardware Importers.

Archaeological Potential: Potential area

History: Heritage Inventory History of Site: Date of first documented occupation, 1880

Australian Architecture Index (AAI):

(Selected)

John Edward Burke (sic?) surveyor and valuer, was articulated to W. R. Butler and Ussher, then to R. G. Gordon. Smith Cyclopaedia of Victoria, iii, p 125;

Awarded honourable mention in student design competition.

Entry described. Australasian Builder and Contractor's News 11.8.1894 p 57, 18.8.1894 p 67

Builder H. Henningsen secured the work of erecting an extensive motor garage at Hawthorn designed by J. Edmund Burke. Building 12.10.1911, p 21

J. Edmund Burke & Schreiber

Tenders accepted - erection of large villa residence for L.M. Bagge, Canterbury. Building Engineering and Mining Journal 31.3.1900 supplement 7

Residence of Mr T T Sharpe, Surry Hills, VIC. Illus: Photo of the exterior. Building 12.5.1911, p 77

(via Burke) Builder A.J.Laurie is erecting a four storey extension to Waring Bros. premises in Elizabeth Street. Building 12.8.1911, p 27

Contract open for erection of brick Sunday School building at Auburn (VIC). Australasian Builder and Contractor's News 17.2.1894, pi

Contract open for internal decoration of the Methodist Ladies College at Kew (VIC). Australasian Builder and Contractor's News 5.1.1895, pi

Tenders accepted for erection of 3 storied business premises in Brunswick Street Fitzroy. Building Engineering and Mining Journal 4.1.1902 supplement 5

J. Edmund Burke & Schreiber 483 Collins Tenders wanted for erection of warehouse for Messrs. A. Hoadley & Co. South Melbourne. Building Engineering and Mining Journal 13.5.1899 supplement 4

Sands & McDougall Melbourne or Victorian Directories

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

(See Central Activities District Conservation Study 1985 research)

D1905 198-200 Robert Tucker & Co.

D1910 198-200 Robert Tucker & Co. Bedford, SE agent, coachbuilders supplies.

D1924 198-200 Robert Tucker & Co. (Australia) Ltd. Hardware merchants and importers.

D1930 198-200 Sheffener, JF café

D1939 200 Orient Home furnishings.

Municipal rate records

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

No search carried out.

Relevant thematic history extract

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

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

STATEMENT OF SIGNIFICANCE (PART):

'This architecture continues to show the diversity of scale and activity contained within the central grid in the nineteenth century, and establishes the city's distinctive, though intermittent, Victorian character. Other elements of the city fabric reflect the hiatus of the 1890s depression, followed by tentative developments from 1905-10 when an austere version of the American Romanesque prevailed as the major commercial architectural..'

5.9 THE CITY BEAUTIFUL ARCHITECTURE AND STREETSCAPE

Architecturally, though, the picture is not nearly as simple as this.

Even the skyscrapers of the 1880s and early 1890s were still entirely British in style, and relied more upon British than American technology. It was during the next few years that the American Romanesque which had made an appearance in Melbourne in the 1890s, emerged as the dominant commercial style, whereas it was much less prominent in Sydney, and almost unknown in some other Australian capitals. To this was now added hints of the Art Nouveau, the first significant influence from Continental Europe.

By about 1910 architects like Harry Tompkins were going to America to learn about modern office and department store design, and returning as advocates of the steel frame, of reticulated vacuum cleaning systems and, before much longer, of escalators. The architects of importance in these developments are Nahum Barnet, Robert Haddon and Harry Tompkins.

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained and enhanced by the recognition of the Romanesque revival warehouse style as distinctive to Melbourne in the Lewis thematic history; this being a key example in a significant context.

Selected Edwardian-era warehouse examples in the Capital City Zone:

Street Number Name Date Architect

- Flinders Lane 167-173 1901 King, R M & Stainsley
- Flinders Lane 145-149 Metcalfe Building 1902 Tompkins, H W & F B
- Bourke Street 288-292 Sutton Pty Ltd, former 1902 Unknown
- Bourke Street 561-563 Abrahams, Former Gollin Building 1902 D'Ebro, Charles
- Franklin Street 96-102 Keep Bros & Wood workshop and showroom, later Stramit Building 1903 Askew, DC
- Little Lonsdale Street 194-196 Collie or Collier, R & Co warehouse 1903 Pearson, RH
- Little Bourke Street 107-109 Shops & Residences 1903-4 Barnet, Nahum
- Queen Street 217-219 Grant's warehouse 1904 Gibbs & Finlay
- Little Lonsdale Street 198-200 Cavanagh's warehouse 1904-1905 Burke, J E
- Flinders Lane 277-279 Tomasetti Building, former Desgraves Mill 1905 Hyndman & Bates
- Bourke Street 640-652 Eliza Tinsley Building, former 1905c
- Little Lonsdale Street 202 1905c Burke, J E
- Patrick Street 22-26 1905c
- Little Bourke Street 609-623 Eliza Tinsley Machinery Store, former 1905c
- Lonsdale Street 115 Blakely & Co. Warehouse 1905c ?
- A'Beckett Street 104 Henry Box & Son Company offices and warehouse 1906 Wight, Gerald
- Flinders Lane 189-195 1906 Tompkins, H W & F B
- Franklin Street 63-67 Cyclone Woven Wire Fence Co. factory 1906-, 1925 Beaver & Purnell?; Purnell, Arthur W
- Little Bourke Street 93-97 Tye & Company Furniture Warehouse (facade) 1907 Stapley, Frank
- Flinders Street 292-298 Rocke Tompsitt Building, former 1908
- Flinders Lane 341-347 Reid House (rear) 1909 Bates Peebles & Smart
- Flinders Lane 308 1909 ? Barnet, Nahum?
- Drewery Place - Sniders & Abrahams Pty. Ltd. Building 1910 Crawford, H R (Engineer)
- Exhibition Street 272-274 P.N. Hong Nam Building 1910-11 Webb, R G
- Flinders Lane 161-163 1910c
- Lonsdale Street 117-121 Taxi Cab Company Pty Ltd Motor Garage 1910c
- Lonsdale Street 103-105 Factory 1910c
- Flinders Lane 164-170 Richard Allen & Sons Pty. Ltd. 1910c Bates Peebles & Smart ?
- Flinders Lane 179-181 1911 Pitt, William
- Elizabeth Street 59-65 Brooks Chambers 1911 Inskip & Kemp
- Lonsdale Street 612 Reidy Building 1911c

- Flinders Lane 234-236 Manchester House 1912
Bates Peebles & Smart
- Flinders Lane 333 Boydex House 1912 Tompkins,
H W & F B
- Flinders Lane 125-127 Higson Building 1912-1913
Billing Peck & Kemter
- La Trobe Street 488-494 Glenwill Building 1912c?
- Swanston Street 330-334 RMIT Building 22 1913
Flanagan, L J
- Bourke Street 654-664 Sunshine Building 1914
Sydney Smith Ogg & Serpell
- Little Bourke Street 227-233 Hoyts Deluxe Picture
Theatre Stores 1914-15 Pitt, William
- Little Bourke Street 290-316 Myer Emporium 1914c-
Tompkins, H W&F B

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 198-200 Little Lonsdale Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **B** on an A-F individual building scale and a streetscape level of 1 (scale of 1-3).

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

History

Built by F. B. Sewell for the Cavanagh Trust and to the design of J. E. Burke, this two storey warehouse and basement was commenced in 1904 and completed in the following year. Major tenants include the hardware importing firm, Robert Tucker & Co. who were there from the start into the 1930s. By 1940 it served as storage for the Orient Home Publishers and more recently as offices for Taxation Services of Australia, probably coinciding with a major renovation of the interior for offices.

This change reflected the gradual shift from this once important hardware merchandising centre first to the city's northern and western boundaries and finally into more distant industrial centres like Footscray, Sunshine and Newport.

Description

A free adaptation of the Romanesque revival, popular in Edwardian warehouse designs, with bold brick arches either side of a slim vertical motif comprising the entrance with its Queen Anne scrolled cement pediment. Three pylon forms at the parapet are each surmounted with a large cement ball, further accentuating the

vigour of the forms used in the composition, together with the strong detailing of the Romanesque inspired cement foliated capitals

External Integrity

Bricks and basalt painted, entrance doors replaced and one basement opening partly bricked in with new tiled finishes. Upper window partly sheeted over and fan installed. Reputedly internal conversion for office use has meant lowered false ceilings and some new partitioning, presumably all retractable for refurbishment as needed.

Streetscape

Centre of a notable late 19th early 20th century warehouse group.

Significance

A distinctive and valuable Free Romanesque revival elevation made more so by its surrounding warehouse streetscape and the similar stylistic motifs used on 202 Little Lonsdale Street. Its original use and siting reflect the concentrations of hardware outlets in various parts of the city, this section being the most complete expression of the buildings associated with this form of merchandising.

Central City Heritage Study Review 1993

The building at 198-200 Little Lonsdale Street was assessed in this review and graded B on an A-E individual building scale.

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

Central City Heritage Study Review 1993: appendix 4:

Statement of Significance

198-200 Little Lonsdale Street is of regional significance as an unusual small-scale example of the American Romanesque Revival style predominant in Melbourne warehouse design during the Federation period Completed by the end of 1904 its striking red brick two-storey warehouse with basement was constructed by F B Sewell and designed by the architect J Edmund Burke One of the few remaining buildings in a once substantially brick warehouse streetscape. this small building is an important example of the application of Art Nouveau inspired decoration to early twentieth century warehouses in Melbourne's lesser streets This role is strengthened by the building's strong visual relationship with the adjacent registered building, 202-204 Little Lonsdale Street.'

History & Description:

Built on the site of the two narrow four room houses owned by the Cavanagh Trust, the two-storey brick warehouse with basement at 198-200 Little Lonsdale Street was designed by the architect J Edmund Burke. Tenders for

the warehouse. commissioned by a Miss Cavanah [sic] closed on 30 June 1904 and the selected builder F B Sewell of Elsternwick appears to have commenced construction some two weeks later in the middle of July. 1

An agency for the London-based hardware firm. Robert Tucker and Co. occupied the building from its completion sometime late in 1904 until the 1930s Hardware firms and importers were prominent in the area up until the early 1940's but later tenants of this warehouse changed its use to that of a printers storehouse and then offices for Taxation Services of Australia More recent alterations have made the building. along with 202-204 Little Lonsdale Street, part of a bar and dance club adjacent to the Melbourne Central shopping centre, thus demonstrating the shift in emphasis of the area from hardware merchandising to commercial and leisure activities .2

The vigorous composition of the façade of what was basically a small warehouse effectively demonstrates how the apparent size of a building can be manipulated to appear greater by the use of dramatically vertical elements The three bay façade is constructed of a dominant red brick on a basalt base and is accentuated by bands of cement render and articulated by tall brick piers with radius edges A flat protruding cornice overhangs the upper part of the façade and a simple cement rendered parapet above is emphasised by the continuation of the brick piers beyond the parapet line Each pier is surmounted by a large cement ball. The narrower central bay is filled to its full width by a window to the upper storey and a doorway to the street level entrance This entrance is dramatically articulated by a Queen Anne scrolled cement pediment supported on oversized decorative brackets The two adjoining bays are slightly wider and are mainly muffled with glazing and feature a bold arched head to each of the upper storey windows, and shallower arched heads to the basement windows The few areas of each of the three bays that are unglazed feature vermiculated centrepieces to cement rendered spandrel panels Vertical boarding is used to Infill the brickwork panels above the upper level arches, and the piers feature bands of art nouveau derived foliation The upper part of the piers also exhibit narrow pilasters featuring strips of cement render and exposed brickwork, in the blood-and-bandages manner of the Queen Anne style. While the main structure of the façade is substantially intact and a former unsympathetic coat of paint has been removed to reveal the original brick and render appearance, the glazing to some of the windows have been replaced in addition, decorative curved wrought iron balustrades protecting the pavement level basement windows have been removed 3'

Footnotes:

¹ MCC Valuation Books. Gipps Ward. MCC Records - Notice of Intent to Build. No 4382. lodged 12 July 1904

2 Sands and McDougall Post Office Directories Graeme Butler. Central Activities District Conservation Study - Graeme Butler, 1984 Conservation Study Citations. 1991. p 135

3 For an early photograph see 'Building' June 1913 p 101 - 'Two Warehouses - Flinders Lane (sic)'

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay¹³². The building at 198-200 Little Lonsdale Street was assessed in this review and graded **B** on an A-E individual building scale.

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

History and Description

The building at 198-200 Little Lonsdale Street was commenced in 1904 and completed during the following year [Willingham] as a two storey warehouse plus basement [Butler]. It was designed by JE Burke and constructed by FB Sewell for the Cavanagh Trust. The first major tenants were, the importing firm, Robert Tucker & Co who occupied the building until the early 1930s. By 1940 it served as storage for the Orient Home publishers. More recently the building has been refurbished as offices and has subsequently been occupied by Taxation Services of Australia. The change in use is typical of many buildings in the area and reflects the gradual relocation of Melbourne's hardware merchandising centre from the City centre to its northern and western boundaries and eventually to more distant locations such as Footscray, Sunshine and Newport.

The building is a free adaptation of the Romanesque Revival style popular in Edwardian warehouse designs. The symmetrical façade, realised largely in red brick, comprises a slim vertical entry element with Queen Anne rendered scroll pediment. The entry is flanked by two bold brick arches set deep within red brick pilasters.

Pylon devices crowned with a large rendered ball surmount the pilasters above the broad cornice. A range of decorative devices including foliated collars to the pilasters at first floor level and vertical banding to the underside of the cornice introduce a level of

¹³² Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

complexity to the façade which would rarely reappear in commercial buildings of the twentieth century. The building appears to have retained its early fabric virtually intact including original or early window joinery and decorative detail.

The building is in excellent original condition. The former warehouse forms a part of an important early streetscape including other early warehouses at 194-196 and 202 Little Lonsdale Street. The latter building is another to designs by JE Burke.

Statement of Significance

The former warehouse at 198-200 Little Lonsdale Street is of aesthetic and historical significance at a local level for its distinctive Free Romanesque Revival façade. It contributes to a significant streetscape believed to be among the most intact examples of an early warehouse district within Melbourne's CBD.

Footnotes:

- Willingham, 1983, CAD Study, p 13.
- Butler, 1985, CAD Conservation Study, 194-196 Lt Lonsdale Street.

Other heritage listings

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

Women's Venereal Disease Clinic, 372-378 Little Lonsdale Street, Melbourne 3000



Figure 304 372-378 Little Lonsdale Street



Figure 305 372-378 Little Lonsdale Street



Figure 306 Government building group including this building, the former TB clinic and the rear of former government health officers.

Historical associations with persons or events

Creation or major development date: 1919

Major owners or occupiers: Health Department, Victorian Government

Designer(s): E. Evan Smith, Public Works Chief Architect.

Builder(s): G. Philips & Sons, Pty. Ltd

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985¹³³: A,B,C,D,E,F): **C 2**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993¹³⁴: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985¹³⁵: A,B,C,D,E): **C**

¹³³ Referenced in the Melbourne Planning Scheme clause 22.04

¹³⁴ Referenced in the Melbourne Planning Scheme clause 22.04

¹³⁵ Referenced in the Melbourne Planning Scheme clause 22.04

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

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

Statement of Significance

What is significant?

Venereal disease (V.D.) was one of the most deadly infectious diseases internationally early in the 20th Century. In 1916, the United States lost 222 per 100,000 deaths to syphilis, compared to the next most deadly disease, tuberculosis, (141 deaths). Pneumonia, cancer, influenza and diabetes all paled into insignificance (88 and 14 deaths per 100,000). As a consequence, a pact was formed by the League of Nations which obliged the Commonwealth to provide treatment for sailors at every major port in the country.

At the same time there was public pressure locally to set up facilities at either an existing hospital or a new specialised facility, with fears of contamination and mass infection striking Australia. Western Australia was the first State to enact laws requiring compulsory notification of the disease: other states were under pressure to follow, with groups such as the Commercial Travellers Association sending deputations to the Victorian Minister in support. In 1916 it was estimated that 10% of all Melbourne children were syphilised. New South Wales had started free clinics, dealing with 2,279 patients in 1915 alone.

Figures in Victoria showed a severe increase of V.D. at the end of World War One, presumably one of the legacies of wartime overseas service. The yearly number of Melbourne's reported cases, in 1917, was 4252. Two years later it was 7560, coinciding with the erection of this building to supplement the men's V.D. Clinic at 440 Lonsdale Street (now demolished).

A 'Clinic for Woman' was erected as Public Works Department contract 81, signed October, 1918, with builder, R. P. Brady and the designer, Public Works Chief Architect, E. Evan Smith. It was to cost £6,772 and various minor additions (verandah and balcony at rear, 1924) and alterations (1929, 1930) followed.

After 10 years of operation, it was thought that the alarming progress of the disease had been halted but, nevertheless, the Australian Association for Fighting Venereal Diseases called for implementation of the 1926 Royal Commission on Health recommendations, particularly to provide more clinics in the capital cities. In the six year period up until 1927, a yearly average 8,779 cases had been reported: the 'back slum' area alone (including Little and greater Lonsdale and La Trobe Streets) had generated 237 cases in the last 10 months (to December, 1927) and a recent new patient rate at the Men's Clinic was 60 per week.

The Women's Venereal Disease Clinic is an early E. Evan Smith Georgian revival design prepared immediately after World War One after considerable public pressure to combat a major health threat. It has a parapeted two-storey red brick façade to Little Lonsdale Street, a parapeted gabled profile above the main cornice, and a long hipped roof elevation extending into the block. A single level entry porch, with balcony over, communicates with a hall and a long passage to the rear of the building. Consulting, dressing and examination rooms, plus a staircase, opened off the hall, while a large waiting room, staff facilities and the Superintendent's Office lay beyond, off the passage. Upstairs were four wards, bathrooms and patients' and staff sitting rooms fronting the three balconies provided, to face the street.

Ornament to the façade was restricted to the pronounced cornice dentillation and saltire-cross wrought iron balcony panels. The fenestration was symmetrical, but the exposed end-gable parapets were neither typical of the style nor in harmony with the exposed hip-roofs elsewhere. A reinforced concrete basement under part of the building may have been intended as an Air Raid Shelter.

Additions at the rear are visually related but not part of the main design. The building is generally original externally but openings have been sheeted over for security as part of a 'mothballing' program for Commonwealth owned buildings.

Chief Architect E Evan Smith was to create a recognisable government style using Georgian as the basis for buildings such as Emily McPherson College of Domestic Economy, Melbourne (1926,

Victorian Heritage Register) which won the RVIA Victorian Street Architecture Medal for 1930. He also designed the Melbourne Boys High school in 1927 (Victorian Heritage Register), Kyneton Secondary College (Former High School) 1927 (Victorian Heritage Register).

The building is part of a government built precinct, relating closely to the adjoining single storey brick T.B. Clinic (q.v.) and the more distant Telephone Exchange in Little Bourke St. The building is close to the former mint building and is part of the large former government office group including the former health department building to the east (later Victoria University).

How is it significant?

The Women's Venereal Disease clinic is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

The Women's Venereal Disease clinic is significant historically for its construction to serve an almost bygone infectious disease and located centrally within the now dissipated 'back slum' brothel district of Little Lonsdale, La Trobe and Lonsdale Streets, to best serve its purpose. The creation of this building was the result of sustained public pressure to grapple with the spread of the disease.

Aesthetically this is an early if modest Georgian revival design under the eminent Government Chief Architect E. Evan Smith and a contributory part of a small Victorian Government-built health precinct also to Smith's design, other earlier government offices, and close to the significant Georgian Revival Commonwealth telephone exchange, providing for a government building enclave built within a confined period and to a recognisable government style.

Recommendations

This report recommends that:

- the building and associated land at 372-378 Little Lonsdale Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.

- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01¹³⁶.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

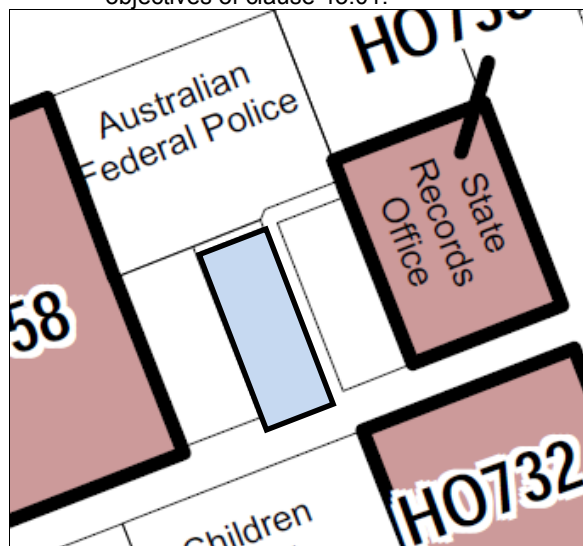


Figure 307 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;

¹³⁶ Interiors and trees have not been assessed unless cited otherwise in the place description

Heritage Assessment of 372-378 Little Lonsdale Street, Melbourne

- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

I-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include unpainted decorative brickwork. Alterations / Recommendations: Air units added (inappropriate - remove or reinstate sympathetic alternative).

Public Works Department (PWD) Contract

Public Works Department (PWD) Contract drawings: 1918-1919, 81 £6772: 'Proposed Clinic for Women..' signed 24/10/1918 RP Brady and ET Neal (?) stamped GB. 7855 (see also extracts PWD Drawings for 364-370 Little Lonsdale Street 1918-1919)

PWD Contract Summary ('VD'):

- VD Clinic Lonsdale St, urinal stalls 1917-18, 64
- VD Clinic Women Little Lonsdale 1918-19, 81...
- New verandah and balcony Lit Lonsdale Street 19234-4, 533 (B= Richard Mettle, £207)
- Alterations Men's and Women's VD Clinic 1928-9, 62 £2220

Victorian Year Book'

'Victorian Year Book' (VYB) 1974: 551

Building Permit Application

MCC Building Permit Application -none

'The Argus'

'The Argus': Wednesday 17 July 1918

VENEREAL DISEASE

WORK AT MELBOURNE HOSPITAL Medical Staff Make Suggestions.

Three members of the honorary medical staff of the Melbourne Hospital waited as a deputation upon the committee of the institution yesterday afternoon to express their views regarding the steps which should be taken by the State Ministry to combat venereal disease. The deputation consisted of Dr Wilkinson (chairman of the honorary staff). Professor Sir Harry Allen and Dr. Conrad Hiller...

The incidence of the disease was so widespread that nothing but the best treatment could satisfy the conscience of the community and of the medical profession. And in a great institution like the Melbourne Hospital the best means for dealing with both outdoor

and indoor patients were at hand. No subterfuges such as small clinics established in various places could meet the situation. He suggested that the committee the honorary staff the Faculty of Medicine, and the British Medical Association should go as a strong united deputation to the Premier (Mr Lawson) to place the whole position before him pointing out that the satisfactory treatment of this disease would very soon repay the Government for any outlay. The British Medical Association would be willing to send its president if such a deputation were arranged and the Faculty of Medicine could also be expected to join...

Alderman Sir David Hennessy a member of the committee said that he was amazed to learn that there were 900 cases of the disease being treated at the Melbourne Hospital. Rumours had been heard of infective persons being employed in certain restaurants and other places. As far as the Department of Public Health was concerned it had no check over them. The whole system wanted overhauling.

The President (Sir John Grice) thanked the deputation for its action in approaching the committee. It seemed a sin to allow things to go on as present, and the question of spending £1000 £2000 or £5000 should not be considered. He would be very glad for arrangements to be made for a deputation consisting of members of the British Medical Association, the Faculty of Medicine and the committee of the Melbourne Hospital to wait upon the Premier (Mr Lawson) on behalf of these bodies.'

Thursday 13 July 1916

THE RED PLAGUE. COMPULSORY NOTIFICATION...

Australian Architecture Index (AAI):

E. Evan Smith Elected Fellow of RVIA.

Royal Victorian Institute of Architects Journal, May 1923, p 44;

E. Evan Smith, chief architect of Public Works Department when it designed the Emily Macpherson College of Domestic Economy. (in 1930 A.J. Wood was acting Chief Archt.) Architect, March 1976 p 18

E. Evan Smith, Chief archt. Of Public Works Department of Victoria.

The Emily McPherson College of Domestic Economy, Melbourne wins the RVIA Victorian Street Arch.

Medal for 1930. Illus Photo of Russell St. elevation. Royal Victorian Institute of Architects Journal Sept. 1930, p 90

E. Evan SMITH, Chief Arch. of Public Works Dept, Melbourne. Melbourne Boys High School, Prahran, Vic.

Illus. Photo. Royal Victorian Institute of Architects Journal March 1929 p xxvi

Sands & McDougall Melbourne or Victorian Directories

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or

Victorian Directories dating from the 1850s to 1974.

D1920-1925 Women's Venereal Diseases Clinic

Municipal rate records

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

No search carried out.

Relevant thematic history extract

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

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 88

5.2 THE CITY BEAUTIFUL

SOCIAL DEVELOPMENT

'Health was an issue and in the years 1900 to 1905 local councils (not the City of Melbourne alone) paid out £4,111 in bonuses for a total of 344,876 rats which had been destroyed over the period.

The Great War was followed by the influenza epidemic which broke out in late January 1919, peaked in mid-February, receded, and then returned with greater virulence from March to April.

Though this had no specific effect upon central Melbourne, other than to tax the resources of the hospitals, it caused nearly 2,400 deaths in the metropolis as a whole, and over 3,500 in the state.'

Comparative examples

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

Examples of health care buildings in the Capital City Zone are now rare:

Street Number Name Date Architect

- Lonsdale Street 172-254 Queen Victoria Memorial Hospital, former Melb. Hospital 1911-16 Clark, J J & E J (part)

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 372-378 Little Lonsdale Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 2 (scale of 1-3).

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

History

Venereal disease (V.D.) was established internationally as the most deadly infectious diseases early this Century. In 1916, the United States lost 222 per 100,000 deaths to Syphilis, compared to the next most deadly disease, Tuberculosis, (141 deaths). Pneumonia, Cancer, Influenza and Diabetes all paled in significance, (88-14 deaths per 100,000). As a consequence, a pact was formed by the League of Nations which obliged the Commonwealth to provide treatment for sailors at every major port in the country, (not done in Melbourne or Hobart by 1927). Figures in Victoria showed a severe increase of V.D. at the end of World War One, presumably one of the doubtful legacies of wartime overseas travel. The yearly number of Melbourne's reported cases, in 1917, was 4252. Two years later it was 7560, coinciding with the erection of this building to supplement the men's V.D. Clinic at 440 Lonsdale Street, (now demolished). A 'Clinic for Woman' became Contract 81, signed October, 1918, with builder, H. P. Brady and chief architect, E. Evan Smith. It was to cost 6,772 pounds and various minor additions (verandah and balcony at rear, 1924) and alterations (1929, 1930) followed. After 10 years of operation, it was thought that the alarming progress of the disease had been halted but, nevertheless, the Australian Association for Fighting Venereal Diseases called for implementation of the 1926 Royal Commission on Health recommendations, particularly to provide more clinics in the capital cities. Melbourne clinics also analysed Tasmanian specimens, placing a great stress on the resources given that the League of Nations' direction had not been acted upon in either of those States. In the six year period up until 1927, a yearly average 8,779 cases had been reported: the 'black slum' area alone (including Little and greater Lonsdale and La Trobe Streets) had generated

237 cases in the last 10 months (to December, 1927) and a recent new patient rate at the Men's Clinic was 60 per week. By comparison, death rates in 1971 recorded .01% dead from Syphilis (one death/million population), 2.38% Pneumonia, .09% Influenza, and T.B. .20%, showing the relative and absolute decline of V.D.; motor vehicle accidents claimed 3.66% of deaths.

Description

An early E. Evan Smith Georgian revival design, this building was a parapeted two-storey brick façade to Lt. Lonsdale Street and a long hipped roof elevation extending into the block. A single level porch, with balcony over, communicates with a hall and a long passage to the rear of the building. Consulting, dressing and examination rooms, plus a staircase, opened off the hall, while a large waiting room, staff facilities and the Superintendent's Office lay beyond, off the passage. Upstairs were four Wards, bathrooms and patients' and staff sitting rooms fronting the three tiny balconies provided, to face the street. A reinforced concrete basement under part of the building may have been intended as an Air Raid Shelter. Ornament to the façade was restricted to the pronounced cornice and saltire-cross wrought iron balcony panels. The fenestration was symmetrical, but the exposed end-gable parapets were neither typical of the style nor in harmony with the exposed hip-roofs elsewhere.

External Integrity

Generally original, air units added.

Streetscape

Relates closely to the adjoining T.B. Clinic, (q.v.)..

Significance

Built to serve an almost bygone infectious disease and located centrally in the now dissipated 'back slum' brothel district of Lt. Lonsdale, La Trobe and Lonsdale Streets, also an early, if not totally successful, Georgian revival design by the eminent E. Evan Smith and part of a minor health department precinct, also to his design

Central City Heritage Study Review 1993

The building at 372-378 Little Lonsdale Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay¹³⁷. The building at 372-378 Little Lonsdale Street was assessed in this review and graded C on an A-E individual building scale.

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

History and Description

The virus responsible for tuberculosis, was isolated in 1882 providing the first signpost towards the prevention and cure of the disease [Butler]. The Austin Hospital at Heidelberg was established in response to a shortage of facilities to combat the ailment. In 1903 tuberculosis was declared a notifiable disease in Melbourne and from that time sanatoria, outpatient clinics and laboratories were established throughout the City.

In 1927, a director of tuberculosis was appointed to coordinate and extend existing state facilities for the treatment of tuberculosis. The construction of the tuberculosis annex to the earlier health department building coincides with his appointment. The annex was constructed to designs by E Evan Smith, the Chief Architect of the Department of Public Works, and was built by G Philips & Sons. As constructed, the annex adopted an austere neo-Georgian mode favoured by Smith.

Its symmetrical red brick facade relieved only by implied voussoirs, multi-paned windows and subtle modelling of the elevation to imply pavilions. The Georgian hipped roof was partially concealed behind short parapets at each end of the facade.

The building is currently unoccupied, its windows are boarded and there is some evidence of vandalism. Nonetheless, the building appears to be generally intact and although presently in urgent need of maintenance, in a sound condition. The annex and the adjoining clinic form an important pair of streetscape elements. In comparison to grander Georgian Revival designs emanating from Smith's office such as the Victorian Police Depot (1926) this is a relatively utilitarian building. It compares more readily with designs for drill halls around Melbourne prepared by Smith's Federal counterpart, John Smith Murdoch.

Statement of Significance

¹³⁷ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Heritage Assessment of 372-378 Little Lonsdale Street, Melbourne

The former Tuberculosis Annex to the Health Department Building is of aesthetic and historical significance at a local level as a modest neo-Georgian design from the office of Chief Architect of the Department of Public Works, E Evan Smith. The building remains as a physical manifestation of the Government's fight against tuberculosis during the early part of the twentieth century.

Footnotes:

- Butler, 1985, CAD Conservation Study, 372-378 Lt Lonsdale Street.

Other heritage listings

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

Cleve's Bonded Store, later Heymason's Free Stores, 523-525 Little Lonsdale Street, Melbourne 3000



Figure 308 523-525 Little Lonsdale Street, c1899 section



Figure 309 523-525 Little Lonsdale Street, rear 1854 section

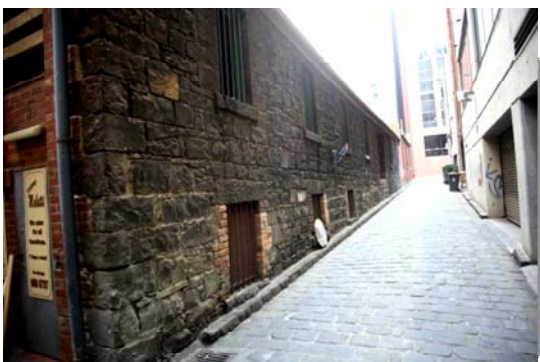


Figure 310 523-525 Little Lonsdale Street

Historical associations with persons or events

Creation or major development date: 1854, 1899

Major owners or occupiers: Cleve Brothers, merchants Steibel, Sig Heymanson, Joseph & E Wrigley

Designer(s): Unknown (1854). Thomas Dall (1899)

Builder(s): Amess & McLaren, Melbourne (1854); Thomas Mclean (1899)

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985¹³⁸: A,B,C,D,E,F): **B**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993¹³⁹: A,B,C,D,E): **B**

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

Building grading level 2011 (Central Activities District Conservation Study 1985¹⁴⁰: A,B,C,D,E): **B**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

The merchant, Charles Cleve (of Cleve Brothers), owned the store initially, (1854-1859):

¹³⁸ Referenced in the Melbourne Planning Scheme clause 22.04

¹³⁹ Referenced in the Melbourne Planning Scheme clause 22.04

¹⁴⁰ Referenced in the Melbourne Planning Scheme clause 22.04

commissioning a 'stone and iron store' in Little Lonsdale Street West, near William Street. The builder was Amess & McLaren, Melbourne. The stone store at the rear of this warehouse complex was shown in the DeGruchy & Leigh 1866 isometric, as part of a larger store consisting of a transverse gabled wing (iron clad) at the frontage to Little Lonsdale Street and adjoining two simple gabled stores which extended eastwards along an 'L-shape' right-of-way. Melbourne Roll Plan 12 (1856) shows a similar outline.

Ownership of the store passed to Adel Cleve's (Cleve's wife) father, Sigismund Steibel, in 1859, who conveyed it to Samuel Steibel and, in turn, the merchant, Henry Raphael in 1870. It returned to the Cleve family (Sali Cleve) in 1885. The Cleve brothers occupied it in the 1850s, followed by Goodman Teale & Co. and, in the late 1860s, the Teale brothers (Sali and Danial). Edward Wrigley's Free Stores were there in the 1890s. Goodman Teale & Co., later Teale Brothers, also owned the large three-storey stone stores abutting this site in William Street.

Cleve Brothers' main stores of 1858 were at the Lonsdale and King Streets' corner (234-244 King St, Victorian Heritage Register) owned by them until 1870 and continuously occupied until 1888. Cleve's Lonsdale Street store operated as a bonded store for goods with import tariffs from 1859 to 1888, whilst the King Street buildings operated as a Free Store between 1856 and 1888. Bonded and free stores that operated under the colonial tariff system before Federation in 1901 were located close to the docks on the Yarra River, where most inter-colonial and international goods were landed in Victoria. This type of store is a reminder of the historic mercantile importance of this part of Melbourne.

The red brick wing facing the street at 523-525 Little Lonsdale Street was added 1899-1901, for Frederick Tate, to the design of Thomas Dall and built by Thomas Mclean. This was Edward Smith's fender factory early this century, Frater's French Polishers in the 1930s, and storage space for Milledge Brothers around World War Two.

The rear 1850s wing is a simple, gabled-ended and coursed basalt rubble store, built with one main level and a low basement. Stone lintels are used at openings. Internally, there were the typical heavy timber beams and columns with shaped timber cross-heads as capitals. Windows are barred and a cat-head survives at the south end over a partly bricked-in loading bay.

The Edwardian-era red brick Little Lonsdale Street wing is a gabled, parapeted and designed after the Queen Anne style, with a raised gabled pediment, segmentally arched façade openings with stylised cemented keystones, stone cills and

a stone plinth. It now provides the northern wall of the old store. The Queen Anne style was to prevail in commercial architecture, and later residential, throughout the following Edwardian-era.

The stone store and brick warehouse are generally externally original, except for changes to the loading doors at the south end of the 1850s store and new joinery to the façade openings of the brick warehouse.

Bordering a stone pitched lane off one of Melbourne's little service streets, the store and warehouse are typically sited. A significant Victorian-era warehouse and the 1850s former corn store in William Street back onto the site.

Cleve's store compares with the more substantial 71-73 A'Beckett Street, (1854); the renovated and altered 6-8 Highlander Lane (1854) and the altered 1-3 Swanston Street (1854) now part of Young & Jackson's Hotel. Other later examples exist in King and Flinders Streets, in various stages of integrity.

How is it significant?

Cleve's Bonded Store, later Heymason's Free Store complex is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

Cleve's Bonded Store, later Heymason's Free Store complex is significant historically as, in part, an early stone bonded store in the Capital City Zone and among the earliest group of relatively original stone stores in Victoria, with a long association with the pioneering Cleve Brothers. Bonded and free stores that operated under the colonial tariff system before Federation in 1901 were located close to the docks where most inter-colonial and international goods were landed in Victoria. This type of store is a reminder of the historic mercantile importance of the western part of the Capital City Zone.

Aesthetically the red brick wing is a good example of the Queen Anne revival style as applied to a small scale store, in a style that would dominate local architecture after the turn of the century.

Recommendations

Historic Buildings Preservation Council This report recommends that:

- the building and associated land at 523-525 Little Lonsdale Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report **(B)** should be applied in the context of the associated level of management outlined in

the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.

- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01¹⁴¹.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

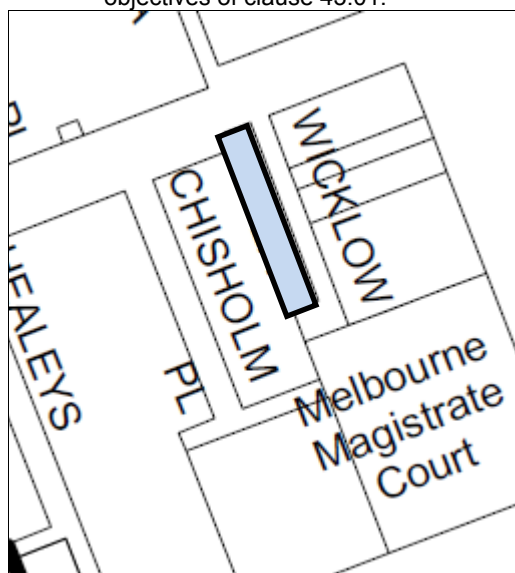


Figure 311 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;

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

Historic Buildings Preservation Council

Perrott Lyon Timlock and Kesa, Historical and Architectural Survey Area 2, Melbourne Central Business District (CBD), for the Historic Buildings Preservation Council, 1976 (79): pp 183-8: lists owners from Old Law titles Charles Cleve as owner, was 106 Lt Lonsdale Street west.

Building Permit Application

Building Permit Application 7/6/1854,1096 'stone and iron store' builder as Amess & McLaren, Melbourne/ Cleve Bros as owner, fee £1 for 'stone and iron store' Little Lonsdale Street West, near William St.

Building Permit Application November 1899, 7740: owner Frederick Tate, architect Thomas Dall and built by Thomas Mclean (from C Kellaway 23 May 1980 research report, National Trust of Australia (Vic) file 1766.)

I-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Alterations / Recommendations: Rear - one storey gone (inappropriate)

Panoramas

AC Cooke Melbourne panorama 1871: obscured

De Gruchy & Leigh: 1866 Isometric shows store at rear of gabled front wing.

¹⁴¹ Interiors and trees have not been assessed unless cited otherwise in the place description



Figure 312 DeGruchy & Leigh 1866 isometric detail, showing 1850s store

Victorian Heritage Database (VHD):

Statement of Significance for 234-244 KING STREET and 579-585 LONSDALE STREET MELBOURNE, MELBOURNE CITY Victorian Heritage Register (Victorian Heritage Register) Number H0066 Heritage Overlay Number HO677

Level of Significance Registered; see also National Trust of Australia (Vic) register.

Victorian Heritage Inventory:

Details / Significance

Constructed 18544/5 as stone warehouse for merchant Charles Cleve. Occupied by Cleve Bros. 1850s; Goodman, Teale & Co., thence Teale Bros, 1860s. 1889-95, Edward Wrigley. (Apparently always used as a secondary storage facility). 1866 map - building shown on site (adjacent to laneway). 1880 - not clearly discernible, part of a cluster of buildings facing Little Lonsdale Street. Front brick section added c. 1899-1903 replacing iron stores. 1905 - single storey building, Smith Fender Factory. 1930s - Fraters French Furniture Polishers.

Heritage Inventory Significance: Surviving early stone warehouse in the CAD, still relatively intact.

Archaeological Potential: Remnant Structure, Potential (area)

Sands & McDougall Melbourne or Victorian Directories

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

D1870

Metropolitan hotel (at William)
Cleve's bonded store
(108 Dunn)

D1875

Dixon's tobacco store

D1893 525 Wrigley, E. B., furniture stores

D1904 523-525 Smith's Fender Factory—Smith, E., mgr

D1911 Smiths fender factory
D1920 Smith, Edward fender maker
D1930 FC Frater, French polisher
D1940 Milledge Bros., storage.

Municipal rate records

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

(See *Historic Buildings Preservation Council study*)

Relevant thematic history extract

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

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 44

GOLD...

And for many there were financial gains to be made from supplying the diggers with meat and grain ...In the city... Importers and merchants, by contrast, worked overtime. British exporters had learnt from the Californian experience that there would be a lucrative market for those goods which could be got to the colony quickly, but this knowledge did not prevent a repeat of the Californian cycle of dearth, glut, commercial panic and recession. For all this, however, the effect of a sixfold increase in population and a complete change in the economic base was not nearly so great as it would be in a more sensitive and integrated modern economy

Lewis, 1994: 66

GOLD

UTILITIES...

There were now some more specialised nodes of activity like the retail furniture trade in Bourke Street West, the softgoods merchants between Russell and Elizabeth Streets, and the hardware dealers in Little Collins Street, near Spencer Street. Davison has demonstrated this clustering of activities in map form. The theatres and dance halls were in Bourke Street, and the brothels in Exhibition Street.

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

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985

database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained.

Examples of early stone stores in the Capital City Zone are few but include:

- 71-73 A'Beckett Street, (1854),
- the renovated and altered 6-8 Highlander Lane (1854)
- the altered 1-3 Swanston Street (1854) now part of Young & Jackson's Hotel; and
- Cleve's main store 234-244 King St, 579-585 Lonsdale St, 1858.

Other examples from the CAD Conservation Study database 1985 include:

Street Number Name Date

- Heape Court (rear 303-5 Eliz.) - Pynsent's store 1853
- Elizabeth Street 303-305 Pynsent's store and warehouse 1853 Swanston Street 1-3 Young & Jacksons Hotel 1854
- A'Beckett Street 71-73 Glass Warehouse, now Victorian Spiritualists Union 1854
- Highlander Lane 6-8 1854
- Flinders Street 214-216 1854 Little Lonsdale Street 523-525
- McKillop Street 15-19 1854-60
- King Street 62-66 York Butter Factory 1855
- Flinders Street 224-226 1856 King Street 347-349 Fenwick Brothers shop & store 1857
- Little Collins Street 281-283 1857
- Flinders Lane 129-131 1858
- Flinders Street 390-398 Holyman House 1858
- King Street 234-240 1858
- Lonsdale Street 573-577 1858
- King Street 46-52 1859

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 523-525 Little Lonsdale Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **B** on an A-F individual building scale and a streetscape level of (scale of 1-3).

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

History

This warehouse was shown in 1866, as part of a larger store consisting of a transverse gabled wing (iron) at the frontage and adjoining two simple gabled stores which extended eastwards along an 'L-shape' right-of-way. Bibb's 1856 plan shows a similar outline.

The merchant, Charles Cleve, owned the store initially, (1854-1859), but it passed to his wife Adel's father, Sigismund Steibel, in 1859, who conveyed it to Samuel Steibel and, in turn, the merchant, Henry Raphael in 1870. It returned to the Cleve family (Sali Cleve) in 1885. Cleve brothers occupied it in the 1850s, followed by Goodman Teale & Co., and, in the late 1860s, the Teale brothers, (Sali and Danial). Edward Wrigley Free Stores were there in the 1890s. Goodman Teale & Co., later Teale Brothers, also owned the large three-storey stone stores abutting this site in William Street, while Cleve Brothers' main stores were at the Lonsdale and King Streets' corner.

It was Edward Smith's fender factory early this century, Frater's French Polishers in the 1930s, and storage space for Milledge Brothers around World War Two. The parapeted, Queen Anne style brick wing facing the street was added c1899-1903, possibly after Frederick Tate's ownership.

Although described as a customs agent and possessing a different surname spelling, Tate and the more famous Tait brothers might have had some things in common, old cinema handbills having been found in this building during recent renovations.

Description

(Renovations in progress). A simple, end-gabled and coursed basalt rubble warehouse, built with one main level and a low basement. Internally, there was the typical heavy timber beams and columns with shaped timber cross-heads as capitals. Windows were barred and a cat-head survived at the south end. The brick Little Collins Street wing is a gabled, parapeted and after the Queen Anne style. It now provides the northern wall of the old store.

External Integrity

(Renovation in progress). Generally original, except for a new doorway at the south end and minor alterations to joinery. It is assumed that some alteration occurred when the brick wing was added.

Streetscape

Bordering a pitched Lane off one of Melbourne's service streets, it is typically (if not obviously) sited. Prior to recent demolition of stores in this area, (Lonsdale/La Trobe Streets), it was part of a recognizable concentration of surviving warehouses.

Significance

As an early stone warehouse in the CAD, it compares with the more substantial 71-73 A'Beckett Street, (1854), the renovated and altered 6-8 Highlander Lane (1854) and 1-3 Swanston Street (1854) now part of Young & Jackson's Hotel. Others exist in King and Flinders Streets, in various stages of integrity. It is among the earliest surviving, relatively

original (renovations in progress), stone warehouses in Victoria, but appears to have always been a secondary store for its major owners (Cleve Brothers, Teale Brothers).

Central City Heritage Study Review 1993

The building at 523-525 Little Lonsdale Street was assessed in this review and graded B on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay¹⁴². The building at 523-525 Little Lonsdale Street was assessed in this review and graded **B** on an A-E individual building scale.

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

History and Description

(Front wing)

523-525 Little Lonsdale Street, was constructed c. 1896 [D1884-96] as a single storey store [Butler]. The designer and builder are not known. The first occupant of the new building was Joseph Heymason's free stores [D1896].

The building is a simple red brick structure with some rendered decorative detail confined largely to the upper sections of the facade. The building presents a symmetrical elevation to Lonsdale Street with shallow arched windows flanking a similarly arched doorway. Arches are distinguished by rendered keystone devices applied to the red brick voussoirs. Glazing to the ground floor has been modified, but above, a decorated cornice and parapet feature an unusual triangular pediment suspended above the red brick parapet on decorative pilasters. There is some evidence of damage from vehicles accessing the rear of the property and sections of the brickwork are in need of repointing but the building is generally in sound, original condition.

Statement of Significance

523-525 Little Lonsdale Street is of aesthetic significance at a local level for its unusual facade. It is an early example of the red brick

and render styling that would dominate local architecture around the turn of the century.

Footnotes:

Sands & MacDougall, Directory of Victoria, (D) prior to 1884, list two independent tenancies, Sands & MacDougall, Directory of Victoria, 1896 has a single entry at 525 with none at 523 suggesting the construction of a single structure encompassing the two former addresses.

Butler, CAD Conservation Study, 1985, 523-525 Lt Lonsdale Street.

Sands & MacDougall, Directory of Victoria, (D) 1896.

(Rear wing, stone store)

History and Description

The building at 523-525 Little Lonsdale Street was constructed for Charles Cleve in 1854-51 as a single storey plus basement warehouse. Today, it is largely obscured by a later building situated between the original building and the Little Lonsdale Street frontage. The warehouse is located on a steeply sloping site which reveals the basement as a full ground floor towards the rear of the building. It is constructed of bluestone with face brick at window and door openings. Original booms for lifting apparatus at the rear of the building are still in place. Despite the replacement of some sections of face brick and the construction of a new, but sympathetic, rear entry, the building is remarkably intact to its early state and in very good condition for its age.

Statement of Significance

The former warehouse at 523-525 Little Lonsdale Street is of aesthetic and historical significance at a state and local level as a particularly intact example of an early warehouse within Melbourne's CBD.

Footnotes:

- Perrot, CAD Study, 1979, pp 183-188.
- Butler, 1985, CAD Conservation Study, rear of 523-525 Lt Lonsdale Street.

Other heritage listings

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

¹⁴² Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Blessed Sacrament Fathers
Monastery, St Francis, 326
Lonsdale Street, Melbourne 3000**



Figure 313 326 Lonsdale Street (part) - west elevation



Figure 314 326 Lonsdale Street (part)-north elevation with added steel framed verandah and roof addition.



Figure 315 326 Lonsdale Street (part)-east elevation upper level to lane



Figure 316 326 Lonsdale Street (part)-east elevation with classical detailing.

Historical associations with persons or events

Creation or major development date: 1937-1938

Major owners or occupiers: Roman Catholic Church

Designer(s): Jorgensen, O H

Builder(s): General Construction Co Ltd

Place evaluation

Building grading and streetscape level 1985

(Central Activities District Conservation Study 1985¹⁴³: A, B, C, D, E, F): **C**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993¹⁴⁴: A, B, C, D, E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985¹⁴⁵: A, B, C, D, E): **C**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

Built at the rear of the old St Francis presbytery in place of the Catholic Free Press Building, this was the new brick and concrete St. Francis Monastery of the Fathers of the Blessed Sacrament, sited next to the north extension of St. Francis's Church. It was built by General

Construction Co Ltd. to the design of architect O H Jorgensen and steelwork was designed and supplied by Johns & Waygood Ltd. The foundation stone of the monastery was laid by the Most Reverend Daniel Mannix November, Archbishop of Melbourne, 7th 1937. The firm Schreiber & Jorgenson had previously designed the highly significant Xavier chapel building in Kew (Victorian Heritage Register).

This five storey brick monastery had 40 rooms, a frontage of 110ft. to Lonsdale Street and a depth through to Little Lonsdale Street. Ground level held a series of parlours, a visitor's public hall and smoke room, guests dining, porter's office, chambers, a refectory, stairway and kitchen. This level communicated with the church on the west and faced the north garden with a colonnade along its north side lined with pressed cement columns. Another courtyard garden was on the south adjoining the distinctive arcaded porch entry and the Monstrance wing.

The basement had bulk and wine stores and a boiler room. The first floor had the Superior's chamber and office, a chapter room, guest's chambers with en-suite, and the library. On the second floor were the treasurer's chamber, general chamber groups, all with en-suite bathroom, recreation area, and scholastic study area. A hatchway led to the flat roof. The building was well appointed and planned, with a direct connection to St Francis. Feature parquetry flooring was used inside, with polished ash body timber and jarrah borders. Terrazzo was used at the entry.

Inspired by St Peter Julian Eymard (1811–1868), the Blessed Sacrament Congregation sent a foundation group of five priests and two brothers to Australia from Canada and the United States, at the invitation of Archbishop Daniel Mannix. They were to serve at the historic St Francis' Church in the middle of the City of Melbourne. They arrived on All Saints' Day, 1929. It is thought that with the guidance of these men and their successors, St Francis Church was transformed into an 'extraordinary Eucharistic shrine'.

For 24 hours of every day at least two priests from the monastery were on duty at the church. Parishioners were able to attend the church during the day and evenings and the number of masses and demand for confessions increased dramatically. More American and French-Canadian priests and brothers were recruited from overseas and, when growing numbers of Australian men became interested in joining the Congregation, a novitiate and a scholasticate were established at St Francis' Church. The first Australian priests were ordained here in the early

¹⁴³ Referenced in the Melbourne Planning Scheme clause 22.04

¹⁴⁴ Referenced in the Melbourne Planning Scheme clause 22.04

¹⁴⁵ Referenced in the Melbourne Planning Scheme clause 22.04

1940s. Other novitiates followed in other states and missions extended from Australia into Asia.

Designed in an Italian Palazzo style the building has a ground level podium built from dark brown bricks with arcaded porches and classically styled Wunderlich Ltd. terracotta aedicules around main windows. The three upper-levels are clad with cream brick with projecting quoining and a deep and enriched pressed cement parapet cornice. Upper-level double-hung sash windows are flat-arched for two floors and segmentally arched on the top floor.

The podium has segmentally arched basement lights, with expressed voussoirs, and multiple string moulds of various depths, all expertly conceived and executed in common and shaped or special Hoffman brickwork. The complex has a north garden surrounded by a high brick garden wall utilising similar materials and ecclesiastical detailing to the main building.

An extensive visually unrelated verandah has been added in steel framing on all upper-levels of the central facade bay to face north sun. Another visually unrelated but light-weight addition has been made to the roof (reversible) behind the parapet. What may be a lift overrun extends out of the top of the penthouse that is set back behind the centre bay parapet of the main west façade. Despite these changes the essence of the building's worth is unchanged, centring on excellent brickwork and detailing of the elevation using a strong elevation treatment in a traditional style.

There is no other Catholic monastery or former monastery in the Capital City Zone for comparison but architecturally it relates to the strong classically styled brick architecture of the City West Telephone Exchange and other government designed inter-war buildings such as the former High Court and Female VD clinic, Little Lonsdale Street.

How is it significant?

The Blessed Sacrament Fathers Monastery, St Francis, is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

The Blessed Sacrament Fathers Monastery, St Francis, is significant historically as the first purpose built monastery for the Blessed Sacrament Congregation in Australia and is closely associated with the continuing presence of St. Francis church within the City of Melbourne. In this supporting role to St Francis, it is the only Catholic Monastery in the City.

Aesthetically, the strong elevation treatment and excellent use of brick cladding, pressed cement

and terracotta mouldings distinguishes the building from any other in the Capital City Zone.

Recommendations

This report recommends that:

- the building and associated land at 326 Lonsdale Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01¹⁴⁶.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

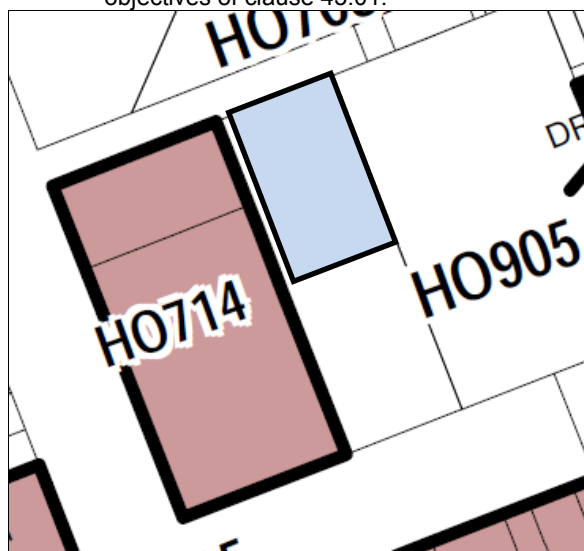


Figure 317 proposed heritage overlay –boundary determined by building and courtyard

Interior elements

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

Victorian Heritage Register

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

¹⁴⁶ Interiors and trees have not been assessed unless cited otherwise in the place description

Recommended for the Victorian Heritage Register? No.

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Building Permit Application

Building Permit Application (309-341 Lt Lonsdale St) 1937, 18579 steel supply/ design Johns & Waygood Ltd July 1937.



Figure 318 Building Permit Application 1937 east elevation



Figure 319 Building Permit Application 1937 north elevation

i-Heritage

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984
Building Identification Form (BIF): Notable features include unpainted decorative brickwork. Follows traditional form, by request? Alterations / Recommendations: Floor added (inappropriate - remove)

Blessed Sacrament web site:

History

Inspired by the spirituality of St Peter Julian Eymard (1811–1868), the Blessed Sacrament Congregation's pioneers in Australia believed that they were led by God at a particular moment in history. A foundation group of five priests and two brothers came to Australia from Canada and the United States, at the invitation of Archbishop Daniel Mannix who wanted them to take over the historic St Francis' Church in the middle of the City of Melbourne. They arrived on All Saints' Day, 1929.

Under the guidance of these men and their successors, St Francis' Church was transformed into an extraordinary Eucharistic shrine. Exposition of the Blessed Sacrament and perpetual adoration brought people into the church during the day and evenings. The number of masses increased and demand for confessions was sometimes overwhelming. Thousands of people wanted to participate in the culture of Eucharistic devotion that the Congregation transplanted.



Figure 320 Site from south-west 1930, showing St Francis church and presbytery on right (*Blessed Sacrament web site*)



Figure 321 Catholic Welfare Organisation hospitality centre for service personnel during Second War, 1940s, with monastery at rear (Blessed Sacrament web site).

More American and French-Canadian priests and brothers were recruited from overseas, and when growing numbers of Australian men became interested in joining the Congregation, a novitiate and a scholasticate were established at St Francis' Church. The first Australian priests were ordained in the early 1940s.

In 1947 the Congregation opened a novitiate at Bowral, New South Wales which formed the bridgehead for a later foundation at Haymarket in central Sydney in 1953 (now St Peter Julian's Church).

A major seminary dedicated to Christ the King was opened at Lower Plenty, Victoria, in 1955. During that year, Australia became an independent province of the Blessed Sacrament Congregation – the 'Province of the Holy Spirit'.

The young Australian province sent priests and brothers to open missionary foundations at Colombo, Sri Lanka in 1956 and to Mumbai, India in 1964.

At Toowoomba, Queensland, the province established a city shrine (1958–95) and a novitiate (1958–89). In Western Australia, the province opened the Chapel of the Holy Eucharist at Bunbury (1975–81), and operated All Saints Chapel in central Perth (1976–98) as well as parishes in the Perth suburbs of Kensington (1976–98) and Como (1985–98).

Now facing the challenges of the modern world with a new Rule of Life (adopted in the mid 1980s), the Province of the Holy Spirit maintains the strength of its Eucharistic mission at St Francis' Church in Melbourne and St Peter Julian's Church in Sydney.

As in Eymard's day, the Eucharist remains a powerful force for renewal of the Catholic Church and society

Australian Architecture Index (AAI)

Schreiber and Jorgensen

Burke House, Melbourne. Photo. Royal Victorian Institute of Architects Journal July, 1930 p1xv

Schreiber & Jorgenson

Article with illustrations on their design for the residence of Mr & Mrs C.L. Kimpton, "Navoli", Orrong Rd., Toorak. Australian Home Builder 1.12.1927 p 29

Victorian Heritage Register

St James Church Complex, Gardenvale/Brighton 'followed by the transepts and chancel in 1924, designed by Schreiber and Jorgensen.'

Xavier College Chapel including South Wing, West Wing and Great Hall... 'chapel was built in 1927/1934 to a design of considerable quality by Schreiber and Jorgensen'.

'The Argus':

Wednesday 22 June 1927 re Xavier Chapel: NEW COLLEGE CHAPEL.

A fine chapel is about to be erected for Xavier College, Kew, at a cost of between £25,008 and £30,000. Messrs. Schreiber and Jorgensen are the architects.

Wednesday 13 February 1924

'SUPERB MODERN TWO-STORIED RESIDENCE- JUST OUT OF BUILDER'S HANDS.

Exquisitely designed and built under the supervision of Messrs Schreiber and Jorgensen, the well-known city architects Substantially built of brick on steel reinforced concrete foundations, these home embody the latest ideas in domestic architecture, with a special view to obviating undue domestic labour.'

Monday 26 July 1937

New Monastery in City

Work will be begun week on the construction of the new St. Francis Monastery of the Fathers of the Blessed Sacrament in Lonsdale street, next to St. Francis's Church. The old "Advocate" building is now being wrecked.

The new building will be of five stories, and will have 40 rooms. There will be a frontage of 110ft. to Lonsdale street and a depth through to Little Lonsdale street.

The plans for the building, which will be completed by tile end of February, were prepared by Mr. O. H. Jorgensen, architect. of Collins House, Melbourne'

Sands & McDougall Melbourne or Victorian Directories

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

D1939-1955, 1961 (312) St Francis Monastery etc

D1935 no monastery

Municipal rate records

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

No search carried out.

Relevant thematic history extract

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

Context, 2010, draft:

10.2 BELONGING TO A RELIGIOUS DENOMINATION

Catholics worshipped in a makeshift chapel before St Francis' Church was erected at the corner at Elizabeth and Lonsdale Streets. St Francis' was rebuilt in the 1840s. A cathedral was planned from the 1850s and underwent various early forms before the Gothic Revival architect William Wardell, a follower of the celebrated English architect Augustus Pugin, drew up plans for a large and elaborate cathedral that would tower above all on Eastern Hill. St Patrick's Cathedral stood adjacent to St Patrick's College, built in 1854 and demolished by the Catholic Church amidst much controversy in the early 1970s. The site was redeveloped to accommodate a new Diocesan centre. Other Catholic churches in Melbourne included St Augustine's at the city's western end, Sacred Heart Church in Rathdowne Street, Carlton, and St Mary's, West Melbourne. There was also a predominance of Catholic church buildings in North Melbourne...'

Comparative examples

There are no known other remaining monasteries in the Capital City Zone nor religious dormitories for comparison. Architecturally it relates to the strong classically styled brick architecture of the City West Telephone exchange and other Commonwealth designed buildings such as the former High Court and VD clinic.

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 326 LONSDALE STREET was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of (scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 326 LONSDALE STREET was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay¹⁴⁷. The building at 326 LONSDALE STREET was assessed in this review and graded **D** on an A-E individual building scale.

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

No citation provided.

Other heritage listings

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

¹⁴⁷ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Michaelis Hallenstein & Co
building, 439-445 Lonsdale
Street, Melbourne 3000**



Figure 322 439-445 Lonsdale Street



Figure 324 439-445 Lonsdale Street- ground level showing high integrity.



Figure 323 439-445 Lonsdale Street, rear

Historical associations with persons or events

Creation or major development date: 1924

Major owners or occupiers: Michaelis Hallenstein & Co Pty Ltd. tanners

Designer(s): Tompkins, HW & FB

Builder(s): Shillabeer, FE & Sons

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985¹⁴⁸: A,B,C,D,E,F): **C**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993¹⁴⁹: A,B,C,D,E): **C**

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

¹⁴⁸ Referenced in the Melbourne Planning Scheme clause 22.04

¹⁴⁹ Referenced in the Melbourne Planning Scheme clause 22.04

Building grading level 2011 (Central Activities District Conservation Study 1985¹⁵⁰: A,B,C,D,E):
B

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

The four storey warehouse at 439-445 Lonsdale Street, was constructed by Shillabeer & Sons for Michaelis Hallenstein & Co to the design of the Tompkins Brothers in 1923-1924 at an estimated cost of £33,000.

Started at Footscray in 1864 by Isaac Hallenstein, Michaelis Hallenstein & Co grew to operate tanneries in Melbourne, Sydney, Perth and Dunedin: the business handled leather, grindery, saddlery, canvas, sports goods and other lines as created by their subsidiary factories. An office in London also operated as a buying house for all members of the group. The business was reformed as Michaelis Bayley Ltd. It was among the largest tannery firms in Australia during the Victorian and Edwardian-eras. The firm won awards in Melbourne, Sydney, London, Paris, Amsterdam and Calcutta. It also pioneered the Australian glue industry and processed gelatine. Their vast Footscray tannery has been demolished.

The building is of note for its unusual façade, as an example of the Neo- Baroque mode which continued in Melbourne after the Edwardian Baroque examples of prior to WWI. These were largely from designs by the Tompkins Brothers such as the Commercial Travellers Association buildings in Flinders Street. The building façade adopts a vertical tripartite Palazzo arrangement: the heavy ground floor is rusticated and springs from a fine rock face bluestone plinth with an ox-bow awning above the principal entry. The intermediate floors are divided into vertical window strips (metal-framed) by abstracted Ionic order columns, with spandrels containing

understated decorative panels. The composition is surmounted by a prominent dentilated classical cornice and balustraded parapet above.

The entry has original lacquered joinery (inner and outer door suites), a grand white marble stair and polished marble wall or dado linings.

At the rear is a more austere red brick parapeted warehouse wing, abutting a lane, which once connected with an earlier company building at the rear (since demolished). The building is in good and near original condition externally with some minor changes only to openings at ground level.

The Tompkins Brothers were renowned as commercial architects, being the Capital City Zone's most prolific in the Edwardian-era and inter-war period, with Victorian Heritage Register sites such as The Commercial Travellers Association Building, Dimmeys of Richmond, , Myer Emporium Bourke St, and The Herald and Weekly Times Building constructed in stages between 1921 and 1928, also the former Oriental Building, 277-279 Flinders Lane, and Centreway Building & Arcade Buildings 1912-13 among others.

How is it significant?

The Michaelis Hallenstein & Co building is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

Michaelis Hallenstein & Co building at 439-445 Lonsdale Street is of aesthetic significance as a good and distinctive example of the Neo-Baroque style within the Capital City Zone showing the transition in its application by the eminent Tompkins Brothers from the ornate Edwardian-Baroque revival manner to this Modernistic form.

The building shows a later classical revival phase of the extensive work of the Tompkins brothers, the best known commercial designers in Melbourne of the Edwardian-era and inter-war periods.

Historically, the building's is closely associated with the nationally prominent tannery firm of Michaelis Hallenstein & Co.

Recommendations

This report recommends that:

- the building and associated land at 439-445 Lonsdale Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The*

¹⁵⁰ Referenced in the Melbourne Planning Scheme clause 22.04

Capital City Zone, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.

- Paint colour control should apply in the Schedule to the Heritage Overlay as Clause 43.01¹⁵¹.
- Investigate the application of interior control in the Schedule to the Heritage Overlay as Clause 43.01 based on the following interior elements¹⁵².
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

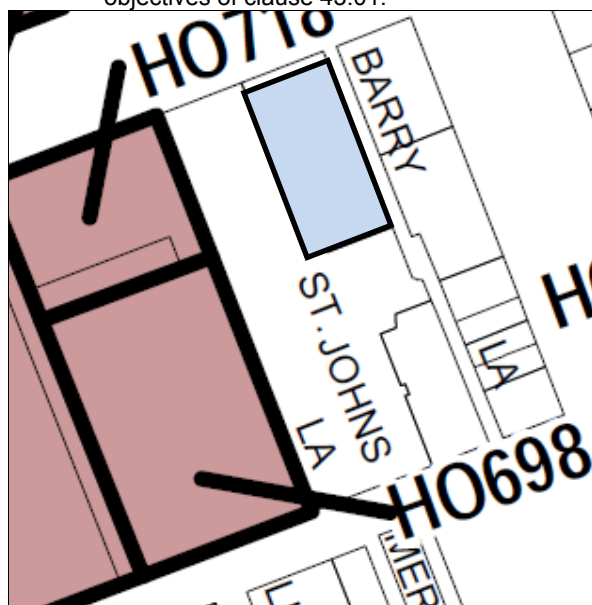


Figure 325 proposed heritage overlay

Interior elements

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

Interior elements include:

The entry has original lacquered joinery (inner and outer door suites), a grand white marble stair and polished marble wall or dado linings.



Figure 326 439-445 Lonsdale Street- entry foyer, stone lined, polished timber.

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

¹⁵¹ Interiors and trees have not been typically assessed unless cited otherwise in the place description

¹⁵² Interiors and trees have not typically been assessed unless cited otherwise in the place description

I-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include an elaborate / high standard design of cement rendered surfaces. Alterations / Recommendations: Air units added (inappropriate - remove or reinstate sympathetic alternative)

Melbourne University Archives

102/60 via web site:

(<http://www.lib.unimelb.edu.au/collections/archives/collections/pdfs/michaelis.pdf>)

On 21 Jul 1864 Isaac Hallenstein acquired the Footscray Tannery from the Cleghorn family and two years later, on 17 Nov 1866 he entered into partnership with his uncle Moritz Michaelis under the style of Michaelis, Hallenstein & Co. The partnership re-formed as a limited liability company registered 16 Jun 1892 with all "partners and sub-partners taking up the whole of the share capital". With the exception of the Sydney & Dunedin businesses (which remained with the old firm) the new company took over the undertaking of the old partnership from 1 Jul 1891. But, as the minutes record, the business was virtually a private company and steps were begun in Mar 1897 to convert it to a proprietary company. This happened in about May 1897. The company operated tanneries in Melbourne, Sydney, Perth & Dunedin and the business handled leather, grindery, saddlery, canvas, sports goods and other lines with other subsidiary factories making finished goods in those descriptions. An office in London also operated as a buying house for all members of the group. The business was reformed as Michaelis Bayley Ltd.

1923 re purchase of Lonsdale Street site.

1924 22 August- image looking from roof of new building

Australian Postal History & Social Philately website

(<http://www.auspostalhistory.com>): Michaelis Hallenstein & Co

Building Permit Application: 1923, 5595 see VPRO: VPRS 11200/P0001/626 - not applicable- see also Admin file VPRS 11201/P0001/70

Australian Architectural Index (AAI):

1875 Crouch & Wilson, architects, 46 Elizabeth Street.

Tenders required. Additions to warehouse, Lonsdale St., occupied by Michaelis, Hallenstein & Co. Argus 21.12.1875 p 3

1896

William Salway

Tender accepted for two additional storeys to store for Michaelis, Hallenstein & Co., Melbourne. Australasian Builder and Contractor's News 27.12.1890 p 499

1890

William Salway

Tender accepted for adding two storeys to warehouse in Lonsdale St., for Messrs. Michaelis Hallenstein & Co., Melbourne. Building Engineering and Mining Journal 27.12.1890 supplement 3

Australian Dictionary of Biography

J. S. Levi, 'Michaelis, Sir Archie Reuben Louis (1889 - 1975)', Australian Dictionary of Biography, Volume 15, Melbourne University Press, 2000, pp 365-366.

'MICHAELIS, Sir ARCHIE REUBEN LOUIS (1889-1975), businessman, politician and Jewish leader, was born on 19 December 1889 at St Kilda, Melbourne, eldest child of Australian-born parents Frederick David Michaelis, merchant, and his wife Esther Zillah, née Phillips. Moritz Michaelis was his grandfather. His aunt Alice Michaelis was a founder (1912) and president (1944-46) of the Lyceum Club, Melbourne. The close-knit family gathered at Linden, the Michaelis mansion in Acland Street, St Kilda, on Friday nights to observe traditional ceremonies and rituals in preparation for the Sabbath. Archie attended Wesley College, Prahran, and Cumloden School, East St Kilda; in 1903 his parents took him to England and enrolled him at Harrow School.

Returning to Melbourne in 1908, he entered the family tannery business, Michaelis, Hallenstein & Co. Pty Ltd. In 1912 he was sent to England to gain experience in the firm's London office. He served (from 1914) in the Honourable Artillery Company and went with his battery to the Middle East. After being commissioned (1916) in the Royal Field Artillery Special Reserve, he was posted to Ireland and Greece. He trained for the Royal Flying Corps in Egypt in 1917, but contracted malaria and influenza and was repatriated in 1919. Archie's brother and three first-cousins had died or been killed in World War I, and the family required his active involvement in the business. On 14 January 1920 at Tusculum, Potts Point, Sydney, he married his cousin Claire Esther Hart (d.1973).

In the late 1920s Michaelis began to take an interest in politics. He became associated with the Australian Legion and later the Young Nationalist Organisation, and valued his lifelong friendship with (Sir) Robert Menzies. In 1932 he was elected to the Victorian Legislative Assembly for the United Australia Party, wresting what had been the safe seat of St Kilda from the Australian Labor Party. During the 1935 election campaign anti-Semitic pamphlets were distributed in St Kilda. In parliament, Michaelis was the foremost advocate of legislation (1939) that made third-party motorcar insurance compulsory; towards the end of World War II he worked to prevent the transfer of vital powers from the States to the Commonwealth. In 1945, with (Sir) Thomas Maltby and three other dissident Liberals, he helped Labor to defeat the Dunstan-Hollway government. From 2 October to 21 November he was minister without portfolio in Ian Macfarlan's 'stop-gap' government. He rejoined the Liberal Party in December 1946. Elected Speaker in 1950, Michaelis served in that role until his retirement in 1952. He was knighted that year.

Chairman (1948-65) of the family firm and of its parent company, Associated Leathers Ltd, Michaelis was a generous supporter of charities. As treasurer of the

Emergency Relief Committee, he had helped Jewish victims of the 1929 riots in Palestine. He was a member (1940-70), president (1945) and chairman (1947-51) of the Patriotic Funds Council of Victoria, and a board-member (1935-72) and vice-president of the Alfred Hospital. He also chaired the Victorian branch of the Australian Jewish Historical Society and served on the board of the Melbourne Jewish Philanthropic Society.

Like his father and grandfather before him, Michaelis was president and a trustee of the St Kilda Hebrew Congregation. He was a friend and disciple of its rabbi, Jacob Danglow, whose wife was his aunt. Michaelis became a defender of the Anglo-Jewish establishment within the Australian Jewish community. As founding president (1939-40) and spokesman of the Victorian Jewish Advisory Board, he resisted attempts to secularize the Jewish community's leadership. Opposed to Zionism, he publicly defended Sir Isaac Isaacs's anti-Zionist letters and articles. When some member of the Jewish community condemned Isaacs and his supporters, Michaelis declared that he would not be 'dragooned into silence'. In 1947-48 he helped to fund the short-lived anti-Zionist journal, *Australian Jewish Outlook*. Like Danglow, he later made his peace with the independent state of Israel.

In retirement, Sir Archie maintained a lively interest in community affairs and wrote frequent letters to the press. He relinquished his membership of the Victoria and Peninsula golf clubs and his social games of tennis, but continued to enjoy a weekly game of poker, crossword puzzles and reading (he was vice-president of the Kipling Society, London). In 1966 he published a brief memoir, *Before I Forget*. Survived by his three daughters, he died on 22 April 1975 at South Yarra and was buried in St Kilda cemetery.

Select Bibliography

The Michaelis, Hallenstein Story 1864-1964 (Syd, 1964); P. Aimer, *Politics, Power and Persuasion* (Syd, 1974); W. D. Rubinstein, *The Jews in Australia*, vol 2 (Melb, 1991); *Parliamentary Debates* (Victoria), 23 Apr 1975, p 5299; *Australian Jewish Historical Society, Journal*, vol 8, part 1, 1975; *Sydney Morning Herald*, 22 Feb 1935, 3, 10 Oct 1945, 11 Dec 1946; *Age* (Melbourne), 23 Apr 1975; *Sun News-Pictorial* (Melbourne), 23 Apr 1975; family papers (privately held). More on the resources'.

Australian Dictionary of Biography

J. Ann Hone, 'Michaelis, Moritz (1820 - 1902)', *Australian Dictionary of Biography*, Volume 5, Melbourne University Press, 1974, pp 245-2456

MICHAELIS, MORITZ (1820-1902), businessman, was born on 8 November 1820 at Lügde, near Bad Pyrmont, Hanover, son of Reuben Michaelis and his wife Sara. His parents, though financially struggling, sent him to a private school and in 1835 to Holzminden to study medicine. After a brilliant year the money ran out and he had to begin a four-year apprenticeship with a Brakel firm. He then worked for a Cologne linen merchant and was soon manager. In 1843 he joined a Manchester firm, Sampson & Leppoc, and won rapid promotion. He visited Germany in 1848 and on his

return considered Australia as the remedy for his ill health which Manchester only aggravated. The offer of a higher salary prevailed but when the gold rush began the firm decided to send Michaelis and Adolphus Boyd to Victoria. On a farewell visit to Germany Michaelis met Rahel Gotthelf, daughter of his sister's husband. They married on 14 April 1853 and in August arrived at Port Phillip in the *Falcon*.

Surrounded by gold mania Michaelis set himself the limited ambition of being 'a well to-do man' in ten years and with Boyd began business in Richmond. Within a year Michaelis had to return to England for more goods, of which he was to sell £25,000 worth at one auction. In 1855 Michaelis and Boyd broke with Sampson & Leppoc, moved to Collins Street and with a capital of £15,000 drew up a five-year partnership agreement. Boyd returned to England to manage the fortnightly shipment of goods and, except for £10,000 lost through a dishonest employee, the firm prospered; in 1860 the agreement was renewed. In 1864 Michaelis visited Europe but on his return faced ruin. The end of the American civil war lowered the price of cotton goods and a shipment of elastic-sided boots proved faulty. In May 1866 the partners' creditors accepted a composition of 14s. in the £ and in March 1867 the partnership was dissolved. Michaelis had already joined his nephew, Isaac Hallenstein, who in 1864 had bought a tannery at Footscray.

Michaelis, Hallenstein & Co. grew rapidly; in 1873 Isaac established a London branch and in Melbourne 780 hides were turned out a week; in 1876 the Sydney branch, Farleigh, Nettheim & Co., started and in 1879 Michaelis, Hallenstein & Farquhar was established in New Zealand. The firm won awards in Melbourne, Sydney, London, Paris, Amsterdam and Calcutta. It also pioneered the Australian glue industry and processed gelatine. To Michaelis, the success was due to his management and Isaac's hard work. In 1883 he was able to pay his creditors. In 1884 he took his family to Europe for a two-year visit marred for him by rheumatism. The crash of the 1890s was not entirely unexpected by Michaelis and the firm kept down its overdraft and survived. Michaelis maintained that business would recover 'when once the mercantile world has got clear of its speculative and weakened members, when I doubt not we shall reap the reward of my caution'.

Michaelis had wide interests and though never seeking public office vigorously supported the liberal reform movement and for years was acting consul for Prussia. In 1860 he had acted as special auditor for the National Bank. Fascinated by mechanical inventions he financed several and was also involved in salvage operations. He loved music and plays and frequented Melbourne's early theatre. A Jew by birth, he did not continue to practise the orthodoxy of his childhood and often visited the Unitarian Chapel where the minister was 'a very clever preacher'. Michaelis was treasurer of the Melbourne and East Melbourne Hebrew congregation, founded the St Kilda congregation in 1871 and gave large sums to both. Though a committee member of the Melbourne Hebrew School he sent his sons to Wesley College. He was a member of the Sabbath Observance and Jewish Aid Society Committees and a founder of the Australian Israelite

which he later boycotted. He supported many charities, gave £500 to the Melbourne Hospital and with his sons gave £1000 to the Alfred Hospital in memory of his wife who died in 1901. His greatest interest was his family whose unity he maintained by personal and written contact and an implacable will. Only sons and sons-in-law of partners became shareholders but Michaelis advised them to acquire financial independence. He published *Chapters from the Story of my Life* (Melbourne, 1899).

In old age Michaelis spent increasing time at Romawi, the 4000-acre (1600 ha) property on Lake Victoria, Gippsland, bought in 1889. There, after an unsuccessful attempt to produce wattle bark, he bred cattle and sheep and enjoyed visits from his family. In 1901 his health declined and his rheumatism worsened. He died at Linden, St Kilda, on 26 November 1902, survived by seven daughters and four sons. He was widely mourned as a man of great honour 'who would do good by stealth and blush to find it fame'.

Select Bibliography

L. M. Goldman, *The Jews in Victoria in the Nineteenth Century* (Melb, 1954); *The Michaelis, Hallenstein Story 1864-1964* (Syd, 1964); *Table Talk*, 11 Dec 1902; *Australian Leather Journal*, 15 Dec 1902, 16 Jan, 15 Feb 1956; Michaelis, Hallenstein Pty Ltd records (Australian National University Archives). More on the resources'



Figure 327 Former Michaelis Hallenstein building on site (Picture Victoria)

Sands & McDougall Melbourne or Victorian Directories

Where required directory extracts were obtained chiefly from *Sands & McDougall Melbourne or*

Victorian Directories dating from the 1850s to 1974.

D1930, 1935 (441-445) Michaelis Hallenstein & Co Pty. Ltd. tanners

D1924 not listed

(D1904 382-384 Michaelis, Hallenstein & Co, Proprietary

Limited, leather merchants and tanners

D1900 439-441 382-384 Michaelis, Hallenstein & Co, Proprietary

Limited, leather merchants and tanners Tankards Temperance Hotel...)

Municipal rate records

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

No search carried out.

Relevant thematic history extract

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

Lewis, Miles and others (1995) *Melbourne- the City's history and development* (part of extensive extracts): **85**

4.9 BOOM AND BUST

ARCHITECTURE AND STREETScape

The first local designers to specialise in it (American Romanesque) were H.W. & F.B. Tompkins. Harry (Henry William) Tompkins had emigrated to Australia from South Africa in 1886, when he was 21, and presumably his more obscure brother Frank Beauchamp Tompkins arrived at or about the same time, for both are first recorded locally in 1891... We must turn back to the Tompkinses to see how the Beaux-Arts style became the standard for Melbourne commercial architecture until the 1930s. Harry Tompkins was elected a fellow of the Royal Victorian Institute of Architects in 1903, and in 1908 became the institute's honorary treasurer, but his more retiring brother became an associate only in 1912 and after that time ceases to be heard of as an individual. Not so Harry, who made a well-publicised trip to Europe and the United States, leaving Melbourne in March 1910, and returning at the end of the year full of enthusiasm for things American, but critical of 'the slavish worship of old forms and the dilettantism of many of the English architects'.

'Despite these strong words, he was speaking of an America in which classicism had been revived and the

Romanesque largely discredited. What Tompkins now developed was a classical style...

'The Tompkinses won the competition for the Centreway Arcade in Collins Street in 1911, and this, together with the Myer building itself, the new Commercial Travellers Association building at 318-324 Flinders Street, of 1913, and then the Robert Denyer building in Swanston Street of 1914, represents the new phase of Edwardian Baroque/palazzo classicism in the Tompkins oeuvre. This was no doubt due to Tompkins' trip, and his consequent realisation that the Romanesque was now well and truly passe.

Harry Tompkins seems to have had a particular bond with Sidney Myer, whom he met on one of his regular buying trips in Melbourne for the Bendigo store, when Myer used to stay at the Victoria Hotel. ...Tompkins and Myer travelled together to the United States in about 1912-13, and it was then that they inspected the Emporium at San Francisco, which was to provide Myer with a model. ...'

Lewis: 105.

5.9 THE CITY BEAUTIFUL

ARCHITECTURE AND STREETScape

The corniced palazzo façade is more consistent with American commercial architecture, and indeed where something of the sort is used in Glasgow by Sir John Burnet, Service refers to American influence in the design. In the work of the Tompkinses the idea was continued after the Great War in works such as the Herald & Weekly Times, Flinders Street (1921) and London Stores at the corner of Bourke and Elizabeth Streets (1925).'

Comparative examples

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

Selected Capital City Zone Tompkins examples from post First War:

Name Number Street Date

- Myer's Pty. Ltd. Warehouse 14-22 Tattersalls Lane 1923
- Herald-Weekly Times Building 32-74 Flinders Street 1923-29
- London Stores Ltd. 349-357 Bourke Street 1925
- Yorkshire House 20-26 Queen Street 1922
- Michaelis Hallenstein & Co building 439-445 Lonsdale Street 1924
- Royal Bank of Australia, later English Scottish & Australian Bank Ltd, 42-44 Russell Street 1923

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 439-445 Lonsdale Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of (scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 439-445 Lonsdale Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay¹⁵³. The building at 439-445 Lonsdale Street was assessed in this review and graded **C** on an A-E individual building scale.

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

History and Description

The four storey building at 439-445 Lonsdale Street, was constructed in 1923 at a cost of £33,000 [BPA].

The building is of note for its unusual facade, a heavily abstracted example of the Edwardian baroque mode which had proliferated in Melbourne prior to WWI [Butler]. The building facade adopts a vertical tripartite arrangement. The heavy ground floor is rusticated and springs from a bluestone plinth with an ox-bow

¹⁵³ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Heritage Assessment of 439-445 Lonsdale Street, Melbourne

awning above the principal entry. The intermediate floors are divided into bays by abstracted composite order columns and spandrels containing understated decorative panels. The composition is surmounted by a prominent classical cornice and balustraded parapet. The building is in good original condition.

Statement of Significance

The office building at 439-445 Lonsdale Street is of aesthetic significance at a local level as a good example of the uncommon neo baroque mode within Melbourne's CBD.

Footnotes:

- MCC Building Permit application (BPA) 5595, 20/9/23, Erection of new warehouse.
- Butler, 1985. CAD Conservation Study, 439-445 Lt Lonsdale Street.

Other heritage listings

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

Watson's warehouse, later 3LO and 3AR studios, 3AW Radio Theatre, and Kelvin Club, 14-30 Melbourne Place, Melbourne 3000



Figure 328 14-30 Melbourne Place



Figure 329 14-30 Melbourne Place: former radio station, now club entry



Figure 330 14-30 Melbourne Place: former radio station, now club entry, c1927.

Historical associations with persons or events

Creation or major development date: 1873-1874, c1927, 1944, 1945-6.

Major owners or occupiers: Watson, J B; Broadcasting Co of Australia Ltd.; ABC (radio) 3LO & 3AR

Designer(s): Watts, Thomas? 1874; Hollinshed, Charles N 1944; Evans, Bernard 1945-6.

Builder(s): Delbridge, Edward

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985¹⁵⁴: A,B,C,D,E,F): **B 3**

MCC Place Value Definition 1985:

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

¹⁵⁴ Referenced in the Melbourne Planning Scheme clause 22.04

Building grading 1993 (Central Activities District Conservation Study 1993¹⁵⁵: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985¹⁵⁶: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

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

Statement of Significance

What is significant?

The former warehouse was constructed in 1871 for John Boyd (JB) Watson (1828-1889), a nationally prominent mining magnate and investor, by builder, Edward Delbridge. The designer is thought to be Thomas Watts. When this building was constructed Watson had become one of the Colony's richest men from his gold enterprises in Bendigo, investing in property across Victoria and New South Wales. His son, JB Watson, owned Labassa in Caulfield from 1904, as one of Melbourne's most lavishly decorated nineteenth century mansions.

The first occupants of the two-storey premises in Melbourne Place were Stanford & Co, printers, followed by others in the trade, such as H.W. Mills & Co. and F.T. Wimble & Co., *The Worker* newspaper; also N.S. Morrey Pty. Ltd., blouse & costume manufacturers, were there in the early 1920s.

In the late 1920s the building was occupied by the Broadcasting Company of Australia, (owned by Farmer and Co., J. and N. Tait, Buckley and Nunn Limited and the Herald and Weekly Times Limited) as Australia's first networked 'A-class' radio station 3LO (operating from 1924).

The upstairs floor was the studios of radio 3LO, originally designed in 1927 for the days when music was broadcast live to an audience. In 1928, the company was acquired by the Sydney-based Australian Broadcasting Company and, after an Act of Parliament, by the Australian Government. The Australian Broadcasting Commission (ABC) continued there from July 1932 as radio stations 3LO and 3AR until Broadcast House was erected in Lonsdale Street, 1941.

Programmes broadcast from there included The Children's Session, with its Argonauts Club, which ran in Melbourne from 1933-1934. The ABC launched the first of its 'Australian Composers' competitions there to encourage local composers and, in 1934, Professor Bernard Heinze was appointed part-time musical adviser to the Commission which already had instrumental ensembles in Sydney and Melbourne. Robert Menzies used these studios to declare war against Germany in 1939. Images of the upper level interior in its broadcast studio days show exposed roof trusses and wall panelling.

By the mid 1940s, the upper level had become the 3AW Broadcasting Company's Radio Theatre or Studio One, described as 'off Russell St' (in Melbourne Place). Radio 3AW had gone there soon after the ABC vacated to Lonsdale Street, conducting many popular programmes in the days when radio played a major role in entertainment. Architect Charles N Hollinshed acted for 3AW Broadcasting Company Pty Ltd. planned alterations

From 1946 the Kelvin Club rented the ground floor of 3AW and commissioned changes designed by Bernard (later Sir Bernard) Evans. This club is thought to have a history dating back to 1865 as a luncheon club with origins in Melbourne's prevailing scientific societies but the present club was formed in 1927 as a private member's club with membership drawn from the academic, corporate, legal, medical, arts, public service and private business communities. The Kelvin Club was named in honour of Lord Kelvin, the Scottish physicist.

Around 1950, the Club purchased the building freehold for £25,000, continuing in the ground floor with 3AW as its tenant upstairs. In 1956, 3AW moved out, and after extensive alterations, the Kelvin Club occupied the whole building.

¹⁵⁵ Referenced in the Melbourne Planning Scheme clause 22.04

¹⁵⁶ Referenced in the Melbourne Planning Scheme clause 22.04

This is a two storey face brick row of warehouses or workshops, with a deep cemented cornice, terminated by bracketed blocks, and a brick string course at the first floor level. Window openings are segmentally arched on both levels with deep voussairs and keystones and doorways have flat arch heads, all with stop-chamfered reveals achieved with squint bricks. Quarry faced bluestone with tooled margins is used for the wall plinths.

The southernmost façade bay has been clad with smooth, deeply rusticated render, with a deep ogee-profile cornice at the first floor level, and an impost mould that rests on stylised near flat modillions or banners on each side of the double entry doors. This created a grander entry in a Modern Georgian style typical of the 1920s, indicating that the façade changes were made for the new radio station use of that period.

Some windows at ground floor level have been enlarged and the façade painted, presumably over coloured brickwork.

The building is uncommon in the Capital City Zone because of the use of face brick (see more typically rendered and stone finished warehouses of the early Victorian-era), the length of the building and the back lane siting.

How is it significant?

Watson's warehouse is significant historically, socially and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

Watson's warehouse is of aesthetic significance as a representative and relatively early example of a brick warehouse building (probably dichrome) which is also distinguished today by its façade length and uncommon (but appropriate for workshops) back lane siting.

The building is historically significant for its association with the millionaire investor JB Watson, and later the beginnings of both public and commercial radio in Australia which is exhibited on the façade as a single bay of the Modern Georgian style. The former warehouse is also of interest as an inner city 'gentlemen's club', the Kelvin Club, since the 1940s.

Recommendations

This report recommends that:

- the building and associated land at 14-30 Melbourne Place, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the

associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.

- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01¹⁵⁷.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.
- Investigate interior controls after inspection.

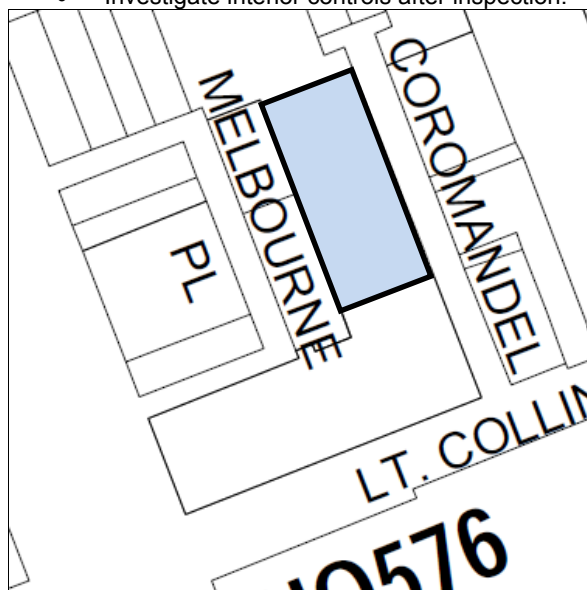


Figure 331 proposed heritage overlay

Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible. This building has potential for significant interior elements (former radio broadcast studio) and should be inspected.

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

¹⁵⁷ Interiors and trees have not been assessed unless cited otherwise in the place description

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council

Lewis, Nigel 1976 Historic and Architectural Survey of the Central City of Melbourne Bourke Street, east, Area 8 of the survey commissioned by the Historic Buildings Preservation Council. Page 27, 85: cites directories and rate book RB1871- owner is Stanford, occ Hordern 'brick and stone store 2 floors... JB Watson owner from c1874 when larger site size recorded and NAV occ Stanford & Co Not Recommended for Historic Buildings Register

Building Permit Application

Building Permit Application 1873, 5345 for Watson; Building Permit Application 1916- 1980s yet to be located.

MMBW property service plans

Property Service Plan 13202 lodged by B Evans (Bernard Evans/) for Kelvin Club 1946. (Shown as part of and rear 122-134 Russell St); other works in 1970s and 1950s.

Mahlstedt fire insurance plan series:

Mahlstedt & Gee fire insurance plans 1888: Plan 5: 3 large compartments, one small at north end; Royce & Kemp lithographers and printers. 2 storey

Mahlstedt fire insurance plan 1910-1923: Plan 5: FT Wimple printer's supplies, 3 large compartments, one small at north end; 2 storeys, each with a central door and 2 windows either side. west of the Eastern Arcade.

i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include early brick warehouse (CF. Others surviving in MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984), symmetry compromised by end alteration. Interior recommended for inspection. Alterations / Recommendations: New stucco (sympathetic - reinstate original design), openings

altered (sympathetic), bricks painted (inappropriate - remove by approved method), windows replaced and new doors (inappropriate - reinstate original design or sympathetic alternative). Other Comments **Occupier:** Stanford & Co (printers); Occupier: 1928 - 30) Australian Broadcasting Corporation; V1 p.166 shown in 1870 view: as is with loading doors (now gone).

Cusack, 'Bendigo a history': 148 (John Boyd) Watson

Cusack, 'Bendigo a history': 148 (John Boyd) Watson and Latham mine owners wonder when they would become millionaires; 151- 'enormously rich Kentish Mine from which its owner J B Watson, was credited with taking some 13 tons of gold, then worth £1,500,000'. Watson was becoming the richest man in Bendigo and perhaps the colony - success story of Bendigo gold, Scottish - came to Sydney, as a butcher's boy, went to California diggings, returned to Australia and Bendigo where he struck gold at White Hills, later quartz mining at Paddy's Gully, purchased Golden Fleece, Kent and central Garden Gully-amalgamated as the Kentish Mine - invested widely, real estate, Sydney & Melbourne- died June 1889, Victorian property alone at one million pounds.

Australian Dictionary of Biography

Frank Cusack, 'Watson, John Boyd (1828 - 1889)', Australian Dictionary of Biography, Volume 6, Melbourne University Press, 1976, pp 363-364.

Macbeth, Pioneer Index

John Boyd Watson has son JB Watson at Bendigo in 1862, wife is Mary Ann Covell who he had married in 1861 (d. 1911).

eMelbourne website

(*Encyclopedia for Melbourne*):

Melbourne Place is a U-shaped lane located off Russell Street. The first date of commercial occupation in the place is 1839. In 1892, H.W. Mills & Co. ran their printing and lithographing business from Melbourne Place. In 1910, the Worker Newspaper Trustees were located in the place, as were in the 1920s the radio stations 3LO and 3AR. By 1961, the Kelvin Club was also listed in the place.

By Patricia McMullan

References

- Sands & McDougall's commercial and general Melbourne directory, Sands & McDougall, Melbourne, 1892.
- Sands & McDougall's commercial and general Melbourne directory, Sands & McDougall, Melbourne, 1910.
- Sands & McDougall's commercial and general Melbourne directory, Sands & McDougall, Melbourne, 1961. Details
- 'Melbourne Place (HI Number: H7822-1660)', in Victorian Heritage Register On-Line, 2000, <http://www.doi.vic.gov.au/doi/hvolr.nsf>. Details

Heritage Assessment of 14-30 Melbourne Place, Melbourne

- Bate, Weston, Essential but unplanned: The story of Melbourne's lanes, State Library of Victoria and the City of Melbourne, Melbourne, 1994.

Also cites:

- Correspondence file between William Hordern and City of Melbourne, re Melbourne Place 'asking permission to call a lane on his property in Russell Street Melbourne Place' 16 September 1872
- Archival Source: Unit 472, 1872/1398; VPRS 3181/P000, City of Melbourne Town Clerk's Files Series 1; Public Record Office Victoria, Victorian Archives Centre.

'The Argus':

Thursday 1 June 1854, Friday 28 July 1854, Thursday 5 October 1854 JB Watson, manager of Melbourne and Hobson's Bay Railway, running and opening of line... (1852, the Melbourne and Hobson's Bay Railway Company had been formed to construct a line from Melbourne to Sandridge [Port Melbourne])

Saturday 21 July 1855 advertises freehold mortgages one or two thousand pounds advanced - JB Watson of 81 Elizabeth Street

Thursday 25 June 1857 JBW moved to elect board chair as Thomas A'Beckett of newly formed THE ST. KILDA AND BRIGHTON RAILWAY COMPANY. Capital, £125,000,....

Monday 15 March 1858, JB Watson of 81 Elizabeth Street (advertises as agent - garden on Merri Creek, 6 miles from Melbourne)

17/2/1872:

At Rosalie Farm, Darebin Creek, South Preston.

BELLIN and WILKINSON have received Instructions from J B. Watson, Esq , to SELL by AUCTION (through J. Bellin, auctioneer), on the premises, Rosalie Farm, Darebin Creek, South Preston, on Monday, 26th ...

(with) 22 superior milch cows, 1 shorthorn bull, 20 head young stock, 1 brood sow, 6 porkers, 12 couple geese. ...Dairy Utensils.

2 Robinson's patent cheese presses l

1 patent duplex action churn, 1 American churn, milk dishes, choose vats, tubs, Se

Farming Implements

1 dray, 1 truck for carrying stones; 1 plough,

barrows, and roller ; 1 set cart harness, 1 set swingle trees, wine press, casks, and a lot of sundries...

N.B -Intending purchasers from Heidelberg district will take the Pentridge road, and these resident in the Plenty district will take the road leading by Watson and Paterson's.

The farm, about 60 acres, with brick cottage and outhouses, will be let, if eligible tenders are sent in before 10th March. _'

Thursday 27 February 1873

Property: `Another Large City Property for Sale. Running from Lonsdale-street North to Little Bourke street, Opposite M'Farland and Blyth's Stores, and Situate Nearly Opposite the Hordern Property,

Purchased by J. B. Watson, Esq.

Friday 21 June 1872

JB Watson Freehold tribute Company (gold mine) calls on shareholders .../ WM Barker, manager Sandhurst (Bendigo)

1/8/1872 Watson in provisional board of directors,

see `PROSPECTUS Of the BENDIGO BANKING COMPANY'

Thursday 30 January 1873

tenders called by Thos Watts, repairs to various properties held by JBW.

Monday 11 February 1924

BROADCASTING COMPANY.

Sir G. Tallis to be Chairman...

Thursday 9 October 1924

3LO broadcast from Braybrook transmitter

AT BRAYBROOK YESTERDAY.

Mr. W. CONDER, Mr. J. TAIT, Managing Director; Director of the Broadcasting Company of Australia Limited, which will commence services from Braybrook on Monday night by broadcasting the Grand Opera at His Majesty's Theatre on the occasion of Dame Melba's final appearance' Connected by land line to Collins Street studio.

Thursday 9 October 1924

BRAYBROOK WIRELESS.

INSPECTION OF STATION.

"Rehearsal" Transmissions Arranged...most powerful in the world..

An interesting feature of the service to be provided will be the manner in which the various sections of the community will be provided for, and talks and concerts will be broadcast from halls in all parts of the metropolis. In addition, a telephone line has been provided to Carlyon's dancing hall at St. Kilda, and dance music will be broadcast every Thursday evening. Transmissions will commence each afternoon at quarter past one o'clock and the station will also transmit at half-past 3 o'clock, half-past 1 o'clock, half-past 6 o'clock, and a quarter past 7 o'clock,

Tuesday 14 October 1924

BROADCASTING BEGINS.

GRAND OPERA BY WIRELESS.

Heritage Assessment of 14-30 Melbourne Place, Melbourne

THOUSANDS OF LISTENERS. Prime Minister's Message....

Monday 15 November 1926

MR. PERCY GRAINGER.

Broadcasting Recitals.

Air Percy Grainger list night gave a pianoforte recital from the studio of 3LO Melbourne 3 LO Broadcasting Company of Australia has recently taken over a huge new studio in Collins Street which enables it to give performances which were impossible in the former premises

Tuesday 20 September 1927

WIRELESS BROADCASTING.

RELAY STATIONS.

Government or Companies? Postmaster general consider relay stations in Victoria...

Friday 18 May 1928

FIRE IN THE CITY.

MANTLE FACTORY BURNT. SPECTACLE ATTRACTS CROWD.

Brigade Chief Broadcasts..

Broadcasting Interrupted

Russell House is situated close to the studios of 3LO, and when the fire was first noticed the broadcasting of a programme of dance music was interrupted and a description of the fire was broadcast Later the general manager of the Broadcasting Company of Australia (Mr W Conder) introduced the chief fire officer (Mr Wilkins), who also broadcast a message Mr Wilkins said that last night's fire was a vivid illustration of the safety of the fire resisting concrete building....']

12/4/1945 QUIZMASTER

of Beat the Champ

It's the CHAMPION of Quiz shows, with Fred Tupper as referee. £15 is the prize money, in weekly four round contests for listeners and contestants alike. Be at the 3AW Radio Theatre, or tune to 3AW-3CV every Tuesday night at 9.30 p.m.

Saturday 9 March 1946

ON THE AIR TODAY

Peters Pals' Party is the special hour's broadcast at 10.30 a.m. from 3AW Radio Theatre. Children are invited to the theatre, in Russell Street.

21/4/1945

Musicians Union.-The Quarterly General meeting of the district will be held at 3AW Radio Theatre, Melbourne place, off 120 Russell St., Melbourne, on Sunday. April 22, at 2.30p.m. sharp. General business, W. H. S. Lamble, secretary.'

Australian Architectural Index (AAI):

Thos Watts and Sons

Illustration of shops, offices &c, cnr. Elizabeth and Little Bourke Sts., Melb., for executors of late J.B. Watson - occupied by Cozens and Harvey, ironmongers. Contractor: Charles Butler & Son Perspective. Australasian Builder and Contractor's News 25.7.1891 pp 78-79

Thos. Watts.

Tenders required for converting late Prothonotary's Office, Lonsdale Street, into shops for J.B. Watson, Esq. Argus 14.6.1878, p 2

Thos. Watts & Sons.

Tenders wanted for warehouses, Arcade Lane, off Lt. Bourke St., for J. B. Watson, Esq. Argus 9.9.1884, p 3

Thos. Watts & Sons.

Tenders wanted for store, Latrobe Street, for J. B. Watson. Argus 1.6.1883, p 2

Thos. Watts will received tenders for erecting 3 stores in Little Bourke St. for J.B. Watson Esq. Argus, 15.9.74, p 3

Godfrey & Spowers, architects, for newly completed radio station 3AW new record. North West Cnr Queen & Latrobe Sts. Article. Age 19.2.1935 in RVIA Press Cuttings, 1934-5 (cited as 382 Latrobe Street but not on a corner, corner cited is public offices- 396-400 Latrobe?)

Kelvin Club web site

The Kelvin Club, with a history dating back to 1865, is a private member's club located in the heart of Melbourne. Membership is drawn from the academic, corporate, legal, medical, arts, public service and private business communities. The Club is inclusive, with both men and women forming a stimulating and diverse community. ..



Figure 332 First floor studio interior when used for radio broadcast (Kelvin Club)



Figure 333 interior when used as radio broadcast studio with orchestra and live audience (Kelvin Club)

'In 1947 the Kelvin Club moved to today's home, renting the ground floor of radio 3AW's building in Melbourne Place. The dining room was in the present billiard room, and the billiard table was in the bar. This downstairs space had much earlier been a plumber's workshop with a dirt floor.

Three years after we moved here, the Club was able to buy the building for £25,000 (that's pounds) on five-year terms, continuing in the ground floor with 3AW as its tenant upstairs. Then in 1957 3AW moved out, and after extensive alterations, the Kelvin Club emerged much as we enjoy it today.

The Building in Melbourne Place

The upstairs floor had a long history in radio broadcasting, being the studios of radio 3LO when it was an investor-owned company before the formation of the ABC. The studios were originally designed in 1927, for the days when music was broadcast live, and gramophone records were used only in the direst of straits when problems arose with live broadcasts.

The Kelvin Club to this day enjoys the benefits of this radio heritage. The dining room is a fine live music venue.'

Victorian Heritage Database (VHD)

32-38 Bourke St: 1880 - single storey building and two-storey building. 1888 - two groups of shops, one- and two-storey. 1891-2 - trustees of JB Watson's estate had five three-storey shops/residences built (for tenants see CAD Conservation Study Citations). 1905 - five three-storey shops.

Other sources

Kent, 'Out of the Bakelite Box': 3

Once the government started granting radio licences in 1923, stations sprang up like mushrooms. In 1924, the government established two categories: A-class stations financed by listeners' licence fees (though they were allowed a little advertising) and B-class stations that depended on selling advertising time. The licensees were one-off entrepreneurs at first. There was no networking until 1929, when the government granted the Australian Broadcasting Company (a group consisting of Greater Union Theatres, Fullers' Theatres

and J. Albert and Sons, music publishers) a three-year contract to take over the A-class stations and to produce programmes on a national basis. The Company soon faced great problems: it could not extend facilities to the country areas fast enough to keep up with listener demand (in 1929 310,000 listeners had radio sets) and it made a small loss in some states and rural areas.

When the Company's contract expired in 1932, the government did not renew it. Instead, Parliament passed the Australian Broadcasting Commission Act, enabling a new body, the Australian Broadcasting Commission, to acquire four stations in capital cities and eight regionals and to take over their service. The Commission was given power to publish journals, collect news and to take over the staff and assets of the Company. Thus on 1 July 1932 the ABC came into existence.

The ABC established most of its major programming departments before World War II (the Rural Department did not come into being until 1946; Parliamentary broadcasting began the following year). The ABC Weekly was first mooted in 1939; between 1945 and 1950, fully professional symphony orchestras were set up on a organisation should stick to entertaining people, not take over the newspapers' role in presenting news. But the ABC won out and was able to set up its own news department in 1936. Partly because of World War II, when the commercial stations did little to increase their own news-gathering capacity, the ABC news service developed greatly. Many now consider it the most authoritative radio news source in Australia...'

Public Records Office of Victoria

Public Building File: 7970

1932 Australian Broadcasting Company Ltd 3LO using building or Studio for entertainment against the provisions of the *Health Act* 1928. A dance was to be held soon where tickets were sold for entry, making this a public building.

1933 application made to Public Health Commission by Thomas Bearup Australian Broadcasting Commission, Victoria manager (lessee) for use as broadcasting studio, care of Russell House, 124 Russell St. The first floor Studio Hall is used for Oldtime dancing (Scots Hall used as interim while studio assessed). Inspection reveals jarrah access stair, pressed metal to soffit and ground level ceiling; studio public access to area 58x32'. Walls panelled to 7', plaster above, fibrous plaster ceiling under rafters, 6 windows and 6 ventilating skylights.

1944 Charles N Hollinshed acts for 3AW Broadcasting Company Pty Ltd. planned alterations to old 3LO studio - Commander Marsh is 3AW contact. Latex Products supply seating in Number One studio. Permission granted 1945.

1946 Kelvin Club of 360 Little Collins St, about to move into ground floor with works proposed by their architect Brigadier (later Sir) Bernard Evans; 3AW's permit lasts until December 1946. Proposed lounges, lounge bar, kitchen, fireplace on ground floor.

1956 3AW halt lease; Studio Two now elsewhere.

Sands & McDougall Melbourne or Victorian Directories

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

1960 Kelvin Club

D1955 3AW Radio Theatre, Kelvin Club
(off Russell Street at 120)

1944/45 Vacant

D1935-1944-45... ABC radio 3LO & 3AR

D1928-1930 Broadcasting Co of Australia Ltd.

1927 8-16 Morrey, N.S. Pty. Ltd.. Blouse & Costume Manufacturers

1925 do. do.

1920 Prison Association of Vic.

Children's Welfare Assoc.

8-16 Holmes Jno Pty. Ltd. Blouses & Costumes

1910 8-16 Wimble F.T. & Co. Printer, Detmold, Dudley, Manager

1902 do. Printers, Furnishers

1891 Mills H.W. & Co. Printers & Lithographers

1890 (called Dodd place) Sporting Wire Newspaper Co — Morris, A.P.

Green & Pettit Jewellers

Mills W. & Co. Printers & Publishers, Litho & Manufacturing

Stationers

1888 Not found in S&M

Municipal rate records

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

Lewis, Nigel 1976 Historic and Architectural Survey of the Central City of Melbourne Bourke Street, east, Area 8 of the survey commissioned by the Historic Buildings Preservation Council.

Pages 27, 85: cites:

RATE BOOKS

- 1892 Executors J.B. Watson H.W. mills & Co. Brick warehouse 350
- 1890 Executors J.B. Watson do.
- 1889 J.B. Watson Centennial Publishing Brick warehouse 153 x 33 £350
- 1888 J.B. Watson .Kemp & Boyce Brick warehouse 147 x 33 £350
- 1886 J.B. Watson do.
- 1882 J.B. Watson Singer Machine Co. do.
- 1877 J.B. Watson Stanford & Co. do.

- 1874 J.B. Watson Stanford & Co. Brick warehouse 147 x 33, 2 floors
- 1873 Michael Dawson Stanford Brick store, 2 floors, 21 x 30
- 1872 Hordern do. do.
- 1871 Hordern Stanford Brick & stone store, 2 floors, 21 x 30 £60
- 1870 do. do. Wooden store & shed

Relevant thematic history extract

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

Lewis, Miles and others (1995) *Melbourne- the City's history and development* (part of extensive extracts): 63

4.3 BOOM AND BUST

CITY ECONOMY

'Between 1861 and 1891 Melbourne's population quadrupled, and the high rate of household formation encouraged massive suburban development, culminating in the land boom. The city centre benefited from the concentration of financial institutions catering not only to Victoria but to much of Australia.

Melbourne wholesale merchants also serviced intercolonial areas, like the Riverina of New South Wales, and the newly opened tracts of Queensland...'

Lewis: 90

5.2 THE CITY BEAUTIFUL

SOCIAL DEVELOPMENT

'In 1901 the Opera House in Bourke Street was burnt down, and rebuilt as the Tivoli, a music hall which became a popular landmark. His Majesty's Theatre was the result of a rebuilding in 1908, and was again gutted by fire on 25 October 1929 and further rebuilt. The Comedy was a new theatre built in 1928.

The first Henley-on-the-Yarra regatta was held on 19 March

1904. Ice skating was introduced at the Glaciarium in 1906, and there was a revival of roller skating at the same time.

Experiments in local radio broadcasting began in 1922, 12 and on 26 January 1924 the Associated Radio Company began regular broadcasts on station 3AR, with an opening address by Dr Argyle, the Chief Secretary. The urban lifestyle was affected also by the introduction in 1909 of late-night shopping on Fridays and a half holiday on Saturday, and in 1917 an experiment was made with daylight saving, though this was not continued...'

Comparative examples

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

Selected stores from the mid Victorian-era in the Capital City Zone (inter-war radio broadcast studios are rare, with the other 3AW Broadcasting Company offices 374-384 Latrobe St, now defaced):

Street Number Name Date

- A'Beckett Street 61-69 McClure & Valentine Warehouse, former 1871
- Flinders Street 360-372 Cobden Buildings, later Fletcher Jones building 1872
- King Street 22-24 Doyles Free Stores 1873
- Melbourne Place 14-30 Watson's warehouse, later Kelvin Club 1873-1874
- Franklin Street 79-81 Alfred Shaw and Company later Currie and Richards Building 1875
- Bourke Street 655-659 Hudson Stores 1877..
- Little Collins Street 538-542 McCracken City Brewery malt store, later Ebsworth House 1878-1879
- Bourke Street 666-668 Curtain's Woolstore 1879

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 14-30 Melbourne Place was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **B** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 14-30 Melbourne Place was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay¹⁵⁸. The building at 14-30 Melbourne Place was assessed in this review and graded **C** on an A-E individual building scale.

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

History and Description

The former warehouse presently known as the Kelvin Club was constructed in 1871 for JB Watson [Butler]. The designer and builder are not known. The first occupants of the two-storey premises were Stanford & Co, printers. From 1928-30 the building was occupied by the Australian Broadcasting Commission, before becoming the headquarters of the Kelvin Club. It is a representative example of a large but somewhat altered city warehouse.

As constructed, the building was a modest two storey design in face brick. The façade of the building is almost without decorative detail other than an understated string course and a cornice finished in render. A number of alterations have been undertaken since the time of its construction. The southern section of the building has been decorated with smooth rustication and an ornamental awning to create a grand entry,

the windows at ground floor level have been enlarged and the entire facade of the building has been painted. As a consequence, much of the early character of the building has been lost. The building appears to be in need of some maintenance but generally in sound condition.

Statement of Significance

The former warehouse presently known as the Kelvin Club is of some aesthetic and historic significance at a local level as a representative and relatively early example of a brick warehouse building with associations to the Australian Broadcasting Commission and the Kelvin Club.

Footnotes:

- Butler, CAD Conservation Study, 1985, Kelvin Club.

¹⁵⁸ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Other heritage listings

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

Yorkshire House, 20-26 Queen Street, Melbourne 3000



Figure 334 20-26 Queen Street



Figure 336 20-26 Queen Street, ground level



Figure 337 20-26 Queen Street, upper level



Figure 335 20-26 Queen Street, ground level detail.

Historical associations with persons or events

Creation or major development date: 1922-1923

Major owners or occupiers: Yorkshire Insurance Co. Ltd.; South Australian Insurance Company.

Designer(s): Tompkins, HW & FB

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985¹⁵⁹: A,B,C,D,E,F): **C 3**

MCC Place Value Definition 1985:

Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of

¹⁵⁹ Referenced in the Melbourne Planning Scheme clause 22.04

construction, as well as some individually significant buildings that have been altered or defaced.

Building grading 1993 (Central Activities District Conservation Study 1993¹⁶⁰: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985¹⁶¹: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

The former Yorkshire Insurance Company Building was constructed in 1922-1923 as a ten storey office development at an estimated cost of £56,4002. It was designed by the noted local architectural firm of HW & FB Tompkins for the Yorkshire Insurance Company who had occupied an earlier building on the same site by 1912.

Insurance in Victoria

At the beginning of insurance cover in the Colony most life assurance business in Victoria was provided by British based companies and the Sydney based Australian Mutual Provident Society. In 1869, the first major Victorian mutual life company, the National Mutual Life was formed, as the first in the world to introduce a full non-forfeiture condition for its life policies. As business prospered and more insurance companies opened Melbourne offices they found the longer life expectancy in Australia gave the Australian companies a competitive advantage

¹⁶⁰ Referenced in the Melbourne Planning Scheme clause 22.04

¹⁶¹ Referenced in the Melbourne Planning Scheme clause 22.04

over their British counterparts who based their premiums on British life tables and British life spans. By the financial crash of the early 1890s, fifteen companies carried out life assurance business in Victoria, six of them with head offices in Melbourne. Inquiries in Australia and North America into the conduct of life insurance companies, led to American companies active in Victoria forgoing new business or drastically reducing their turnover and their eventual absorption by Australian companies between 1922 and 1928. This and the rapid increase in policies written, created a minor boom in the industry that was only tempered by the Great Depression of the late 1920s early 1930s.

Yorkshire Insurance Company

A milestone in the history of the Yorkshire Insurance Company in Melbourne was in 1903 when the Company, (later part of General Accident Insurance), upgraded its Melbourne and Sydney agencies to branches while other companies began to undertake the burgeoning workmen's compensation business in Australia. By 1907 Yorkshire also has Adelaide, Brisbane, Perth, and Sydney branches, after having introduced livestock and hailstorm insurance to the Australian market. In 1923 the company opened its first purpose-built office in Australia in Queen Street, Melbourne (this site), followed by the construction of the Perth, Adelaide and Sydney offices. The company's general manager James Hamilton, reported of the new head office in 1929 as '... [Melbourne] well conducted and profitable and the staff and subs good men. Pearce the second in command a good second (to George Anderson, then Australian general accident insurance manager) whilst the marine man – Warden – is said to be the best marine underwriter in Melbourne and I was struck with his ability and loyalty...'. The construction of the building is indicative of the growth of financial institutions in Melbourne in the inter-war period, then as the financial capital of Australia.

After a takeover by General Accident in the late 1960s, the Yorkshire Life Assurance Company of Australia Ltd, was still centred in Yorkshire House under General Manager G R Kensit with branches in Sydney, Brisbane and Perth.

HW & FB Tompkins

HW & FB Tompkins rose to local prominence with their first design for the club and offices of the Commercial Travellers Association in Flinders Street (1898). The building in red brick with Queen Anne details and a Romanesque entrance arch set the tone for a number of projects by the firm in the early years of the century. In warehouse projects, the Tompkins drew more

explicitly upon America Romanesque sources, employing the style for the design or redevelopment of number of premises in Flinders Lane, including, work for Harvey Metcalf warehouse (1901-2), the Ball & Welch warehouse (1906) and Borsdorf & Co's Oriental Building (now Thomasetti House) of 1907. In the same year, they completed the first stage of the Dimelow & Gaylard (Dimmey's) building in Swan Street, Richmond. In 1910, Harry Tompkins travelled to Europe and the United States. On his return, he began to work in the Edwardian Baroque mode that had supplanted Romanesque Revivalism overseas. The Tompkins won the competition for the Centreway Arcade in Collins Street with an early use of steel framing in the design. This building and others such as the (first) Myer Building (designed after Harry Tompkins and Sydney Myer travelled to the United States together in 1912-3), the New Commercial Travellers Association Building in Flinders Street (1913) and the Robert Denyer Building in Swanston Street (1914), reflect the first and richest fruits of the Tompkins' conversion to the Baroque manner.

The Tompkins continued to work in a related Neo-Baroque mode after WWI, also employing a modern classical revival based on a Commercial Palazzo form. The Yorkshire Insurance Company Building (1922) is an example of the firm's work in this style. The firm is perhaps the most prominent among Capital City Zone designers in the 20th century.

Yorkshire House

The building adopts an elegant commercial palazzo form characterised by the tripartite division of the façade into base, intermediate floors and attic level. The heavy, rusticated base is finished in granite and distinguished by bold consoles to sculptural awnings above the principal windows. The intermediate floors are understated with ornamentation limited to rustication and decorative sills. The composition is completed by a prominent classical cornice. The firm's many commissions from this period include the Herald and Weekly Times Building (1921) and the London Stores building on the corner of Bourke and Elizabeth Streets (1921), both of which are executed in a similar style to the Yorkshire Insurance Company Building. During the mid to late 1930s, along with many other designers, the Tompkins discarded the historical styles in favour of a more Modernistic form of expression.

Window joinery throughout the building has been altered and an unsympathetic awning constructed at ground level but the building is otherwise in good and near original condition.

How is it significant?

Yorkshire House is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

Yorkshire House is of aesthetic significance a good example of an understated Commercial Palazzo style by the distinguished and prolific architectural firm of HW & FB Tompkins as applied to a major City office building.

Historically the construction of the building is indicative of the growth of financial institutions including life insurance companies in Melbourne during the Edwardian and inter-war periods, Melbourne then being the financial capital of Australia.

Recommendations

This report recommends that:

- the building and associated land at 20-26 Queen Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01¹⁶².
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

¹⁶² Interiors and trees have not been assessed unless cited otherwise in the place description

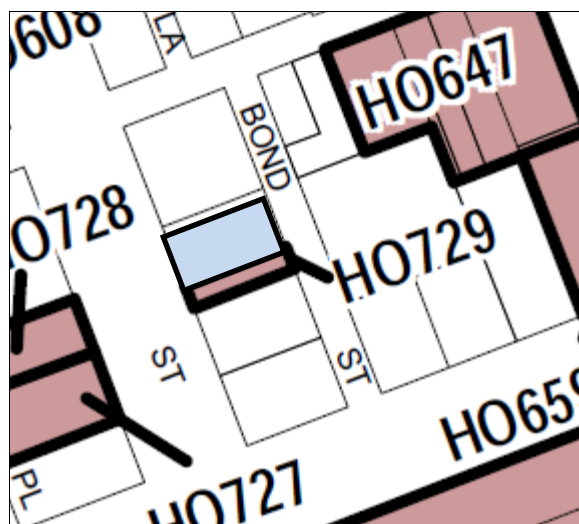


Figure 338 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

i-Heritage

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Alterations / Recommendations: Air unit added (inappropriate - remove or reinstate sympathetic alternative). (Adjoining Alkira House, Historic Buildings Register). 'Building' 12/1923:132-3;

Building Permit Application

Building Permit Application 1922, 4432

Victorian Heritage Register:

Eight Tompkins designs on the Victorian Heritage Register: The Commercial Travellers Association Building was designed 1912; Herald and Weekly Times Building was constructed in stages between 1921 and 1928; JH Hooper & Company, Sydney Road Brunswick 1908; The Canterbury, St Kilda west, built in 1914, is one of Victoria's earliest surviving examples of flats; Kew War Memorial; The Myer Emporium department store; Dimmeys built in stages between 1907 and 1918.

'Victorian Year Book' (VYB)

1973: 344

'At the same time industrial assurance was increasing rapidly, and by 1911 the number of policies was 147,044 and the sum assured \$6m. The boom of the 1920s led to a great increase in the amount of new business of both types written in Victoria. The number of ordinary life assurance policies in force in 1920 was 238,414 and the sum assured was \$107m, but in 1929 policies numbered 288,847 and the sum assured was \$174m. During the same period industrial life assurance policies also increased from 286,106 to 552,943 and the sum assured rose from \$16m to \$47m' 278 ...in terms of profits in 1970-71, out of the ten largest listed companies incorporated in Australia, seven were based in Melbourne. The flow of funds for investment in other States and the income received in return clearly play an important role in Victoria's external economic relationships.

Aviva archive:

The Aviva archive contains records relating to the running of the Yorkshire Insurance Company between 1824 and 1997

'Yorkshire Insurance Company Ltd

The Yorkshire Insurance Company was established in 1824 as the Yorkshire Fire and Life Insurance Company. A deed of settlement was signed on July 21 1825 and was replaced by an act of parliament in July 1831. On May 27 1908, the company changed its name to the Yorkshire Insurance Company and was registered as a limited company on June 3 1908.

'Company History

The first meeting of the company founders took place in York Tavern in St Helen's Square, York, and set out the company objectives: "to effect insurance against loss by fire and on lives and survivorships and the sale

and purchase of annuities and Reversions and the endowment of Children."

The company opened for business on September 1 1824 and, in 1826, adopted York minister as its official emblem.

During the early half of the 19th century there were no organised local fire brigades and the Yorkshire, like other insurance companies, maintained its own fire engine and brigade in York. The company purchased its first engine in November 1824 and the "Yorkshire" brigade tackled fires for over 50 years - including those at York Minster in 1829 and 1840 - until the city corporation assumed responsibility for all fire fighting in 1876.

Around the turn of the century, the company began a period of considerable expansion. In 1898, it started to offer accident insurance while a burglary business was added in 1901. The company extended its business to include fidelity guarantee insurance in 1904 followed by plate glass and livestock insurance in 1907. By 1938, the company was offering fire, life, annuity, sickness, accident, employers' liability, burglary, fidelity guarantee, motor, plate glass, third party, boiler and engineering, live stock and marine insurances.

In 1967, the majority of the company's share capital was acquired by the General Accident Fire and Life Assurance Corporation Ltd, which acquired the remaining share capital the following year. By 1974, the Yorkshire had ceased operating in the United Kingdom but was still active in Brazil, Iran and France. In 1991, its principal business was United States business written in the United Kingdom and general insurance through overseas agencies. The company was registered as non-trading on March 31 2006'.

Other sources

The Mercury (Hobart, Tas.: 1860-1954) Tuesday 12 July 1938: Y1 profit of near £4,500,000, head office in York

Sands & McDougall Melbourne or Victorian Directories

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

D1920 lists 22 and 24-6 (Yorkshire Insurance) separately

D1924 Yorkshire House lists many tenants incl Yorkshire Insurance Co.

D1930, D1935, Yorkshire House lists many tenants

D1939 Yorkshire House, lists many tenants including the Yorkshire Insurance Co. EW Scott Australian manager, HL Purse Victorian manager; IG Anderson, architect;

Municipal rate records

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

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

No search carried out.

Relevant thematic history extract

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

Context 2010 draft:

5.3 DEVELOPING A LARGE, CITY BASED ECONOMY

'There was recovery in the early twentieth century, and Melbourne underwent further development in its new role as the nation's capital. The Great Depression followed in the 1930s, which marked another period of decline. Nevertheless, during the long boom of the post-war period, the bulk of Australia's leading public companies had their headquarters in Melbourne. Melbourne remained the financial centre of Australia, a role it maintained until the late twentieth century.'

Lewis, Miles and others (1995) *Melbourne- the City's history and development* (part of extensive extracts): 85-

4.9 BOOM AND BUST

ARCHITECTURE AND STREETScape

The first local designers to specialise in it (American Romanesque) were H.W. & F.B. Tompkins. Harry (Henry William) Tompkins had emigrated to Australia from South Africa in 1886, when he was 21, and presumably his more obscure brother Frank Beauchamp Tompkins arrived at or about the same time, for both are first recorded locally in 1891...We must turn back to the Tompkinses to see how the Beaux-Arts style became the standard for Melbourne commercial architecture until the 1930s. Harry Tompkins was elected a fellow of the Royal Victorian Institute of Architects in 1903, and in 1908 became the institute's honorary treasurer, but his more retiring brother became an associate only in 1912 and after that time ceases to be heard of as an individual. Not so Harry, who made a well-publicised trip to Europe and the United States, leaving Melbourne in March 1910, and returning at the end of the year full of enthusiasm for things American, but critical of 'the slavish worship of old forms and the dilettantism of many of the English architects'.

'Despite these strong words, he was speaking of an America in which classicism had been revived and the Romanesque largely discredited. What Tompkins now developed was a classical style...

The Tompkinses won the competition for the Centreway Arcade in Collins Street in 1911, and this, together with the Myer building itself, the new Commercial Travellers Association building at 318-324 Flinders Street, of 1913, and then the Robert Denyer building in Swanston Street of 1914, represents the

new phase of Edwardian Baroque/palazzo classicism in the Tompkins oeuvre. This was no doubt due to Tompkins' trip, and his consequent realisation that the Romanesque was now well and truly passe.

Harry Tompkins seems to have had a particular bond with Sidney Myer, whom he met on one of his regular buying trips in Melbourne for the Bendigo store, when Myer used to stay at the Victoria Hotel. ...Tompkins and Myer travelled together to the United States in about 1912-13, and it was then that they inspected the Emporium at San Francisco, which was to provide Myer with a model. ...'

Lewis: 105.

5.9 THE CITY BEAUTIFUL

ARCHITECTURE AND STREETScape

The corniced palazzo façade is more consistent with American commercial architecture, and indeed where something of the sort is used in Glasgow by Sir John Burnet, Service refers to American influence in the design. In the work of the Tompkinses the idea was continued after the Great War in works such as the Herald & Weekly Times, Flinders Street (1921) and London Stores at the corner of Bourke and Elizabeth Streets (1925).'

Comparative examples

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

Selected Tompkins designs in the Capital City Zone:

Name Number Street Date

- Myer's Pty. Ltd. Warehouse 14-22 Tattersalls Lane 1923
- Herald-Weekly Times Building 32-74 Flinders Street 1923-29
- London Stores Ltd. 349-357 Bourke Street 1925
- Yorkshire House 20-26 Queen Street 1922
- Michaelis Hallenstein & Co building 439-445 Lonsdale Street 1924
- Royal Bank of Australia, later English Scottish & Australian Bank Ltd, 42-44 Russell Street 1923

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 20-26 Queen Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and

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

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

No citation provided.

Central City Heritage Study Review 1993

The building at 20-26 Queen Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay¹⁶³. The building at 20-26 Queen Street was assessed in this review and graded **C** on an A-E individual building scale.

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

History and Description

The former Yorkshire Insurance Company Building was constructed in 19221 as a ten storey office development at a cost of £56,4002 3. It was designed by the noted local firm of HW & FB Tompkins for the Yorkshire Insurance Co. 4 who had occupied an earlier building on the same site from 1912 5. The builder is not known.

HW & FB Tompkins rose to local prominence with their design for the club and offices of the Commercial Travellers Association in Flinders Street (1898). The building in red brick with Queen Anne details and a Romanesque entrance arch set the tone for a number of projects by the firm in the early years of the century. In later projects, the Tompkins drew more explicitly upon America Romanesque sources, employing the style for the design or redevelopment of number of premises in Flinders Lane, including, work for Harvey Metcalf warehouse (1901-2), the Ball & Welsh warehouse (1906) and Borsdorf & Co's Oriental Building (now Thomasetti House) of 1907. In the same year, they completed the first stage of the Dimelow & Gaylard

¹⁶³ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

(Dimmey's) building in Swan Street, Richmond. In 1910, Harry Tompkins travelled to Europe and the United States. On his return, he began to work in the Edwardian Baroque mode that had supplanted Romanesque Revivalism overseas. The Tompkins won the competition for the Centreway Arcade in Collins Street with Melbourne's first steel-framed building design. This building and others such as the (first) Myer Building (designed after Harry Tompkins and Sydney Myer travelled to the United States together in 1912-3), the New Commercial Travellers Association Building in Flinders Street (1913) and the Robert Denyer Building in Swanston Street (1914), reflect the first and richest fruits of the Tompkins' conversion to the Baroque manner.

The Tompkins continued to work in the Edwardian Baroque mode after WWI but moved towards a related Classical Revival mode through the 1920s. The Yorkshire Insurance Company Building (1922) is an example of the firm's work in this style.

The building adopts an elegant palazzo form characterised by the vertical tripartite division of the façade into base, neutral intermediate floors and cornice. The heavy, rusticated base is finished in granite and distinguished by bold consoles to sculptural awnings above the principal windows. The intermediate floors are understated with ornamentation limited to rustication and decorative sills. The composition is completed by a prominent classical cornice. The firm's many commissions from this period include the Herald and Weekly Times Building (1921) and the London Stores building on the corner of Bourke and Elizabeth Streets (1921), both of which are executed in a similar style to the Yorkshire Insurance Company Building. During the mid to Late 1930s the Tompkins deserted the historical styles in favour of a more Moderne form of expression.

Window joinery throughout the building has been altered and unsympathetic awnings have been constructed at ground level but the building is otherwise in good original condition.

Statement of Significance

The former Yorkshire Insurance Company is of aesthetic and historical significance at a local level as a good example of an understated classical design by the distinguished local architectural firm of HW & FB Tompkins.

Footnotes:

1 Building, Dec 1923, pp 132-33; MCC Building permit application 4432, September 1922.

2. Ibid.

3 Butler, CAD Conservation Study, 1985, Former Yorkshire Insurance Building.

4 MCC Building Permit 4432, 16/9/22.

5 Sands and MacDougall Directory of Victoria, 1912.

Other heritage listings

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

**Provident Life Building, 37-41
Queen Street, Melbourne 3000**



Figure 339 37-41 Queen Street



Figure 341 37-41 Queen Street, large entry portal

Historical associations with persons or events

Creation or major development date: 1936-1937

Major owners or occupiers: Provident Life Assurance Company Ltd

Designer(s): Eggleston, A S & R A

Builder(s):

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985¹⁶⁴: A,B,C,D,E,F): **B**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993¹⁶⁵: A,B,C,D,E): **A**

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

Building grading level 2011 (Central Activities District Conservation Study 1985¹⁶⁶: A,B,C,D,E): **B**



Figure 340 37-41 Queen Street, south elevation

¹⁶⁴ Referenced in the Melbourne Planning Scheme clause 22.04

¹⁶⁵ Referenced in the Melbourne Planning Scheme clause 22.04

¹⁶⁶ Referenced in the Melbourne Planning Scheme clause 22.04

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

The former Provident Life Building was designed in 1937 by architects AS & RA Eggleston as part of the ongoing boom in insurance architecture within Victoria from the Edwardian-era into the inter-war period; Melbourne was then the financial capital of Australia.

Built on the north-western corner of Queen Street and Flinders Lane, this limit-height company headquarters building for the Provident Life Assurance Co. consists of twelve storeys and a basement. Bounded by streets on three of its four sides, much was made of the opportunity for natural lighting in the building's planning. All services such as lifts stairs, ducts and lavatories were placed on the attached north wall thus dispensing with light courts and maximising the lettable floor area. The structural beams were designed with particular care to permit the future installation of air conditioning ducts without interfering with the ceiling levels.

The Provident Life Building attracted the attention of architectural critic and award winning designer, Robin Boyd in his 'Victorian Modern' (1947) as an example of the turning point from the all-pervading commercial classical revival towards international functionalism (here showing perhaps Frank Lloyd Wright's influence as well). Noting with approval the plain spandrels, regular and continuous window strips, free internal planning and bright and colourful interior, Boyd queried the need for the 'weighty pi-sign' cornice applied to the otherwise strictly functional elevation; and it was clad with stone. Boyd also commented on the glass entrance screen which gave a sense of transparency with the building name on the wall slipping through from inside to out. The reason that Boyd's comments are significant are that along with his mention of Barnetts Building and McPhersons in Collins Street, the Provident Life Building was seen as one of the few City commercial buildings constructed during the

1930s to employ the visual and functional principles of European modernism.

Although it still possessed the implied classical podium (high ground level, separately expressed), the austerity and functional nature of the façade above resembled on the one hand, the later column and spandrel-born elevations of the precast facades of the 1960s and, on the other, the reversion to massive pseudo-structural expression used in the late 1960s, early 1970s commercial designs (i.e. MMBW Building). It was neither a revival or in the expressive Moderne style as seen at Alkira House, Queen Street. Instead, it foreshadowed (particularly the south face) the later preoccupation with regular fenestration based on the structural grid and the shunning of all classical trappings such as implied cornices (the corner piers bypass the almost floating 'cornice' and hence do not support it), architraves and punched fenestration. Another adventurous attribute was the full-height glazed screen set inside the otherwise monumental ground floor lobby which apparently achieved near invisibility, forsaking the heavy surrounds typical of the formal ground floor entrances created in the period.

How is it significant?

The Provident Life Building is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

The Provident Life Building is historically and aesthetically significant for its recognition as one of the few influential pre-war proto-Modern commercial multi-storey designs in Melbourne's Capital City Zone.

The Provident Life Building was one of a small number of commercial buildings in the Capital City Zone constructed during the 1930s to employ the visual and functional principles of European modernism which in turn reflects the general trend towards emphasised verticality in a number of city buildings in the 1930s, notably HW and FB Tompkins' Myer Emporium and Marcus Barlow's Manchester Unity and Century Buildings. While the polished granite facing and abstracted neo-classical podium of the former Provident Life Building creates a formal elevation to Queen Street, the Flinders Lane elevation is articulated by a simple repetitive rhythm of piers and spandrel panels more typical of 1960s high rise construction. Open planning, the evident flow of interior to exterior space achieved through the use of a large glass entrance screen placed midway across the entry, and the provision of space for future air conditioning are further significant features of the building.

Historically the building is evocative of the boom period of insurance buildings in the Capital City Zone during a time when Melbourne was the financial capital of Australia.

Recommendations

This report recommends that:

- the building and associated land at 37-41 Queen Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (B) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01¹⁶⁷.
- Investigate interior controls.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

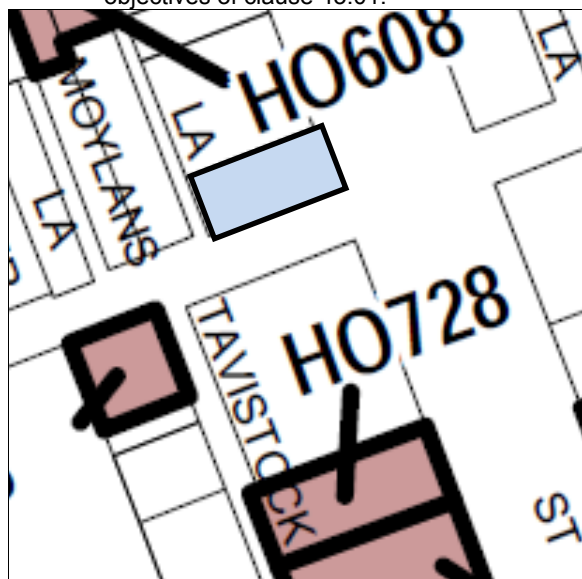


Figure 342 proposed heritage overlay

Interior elements

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

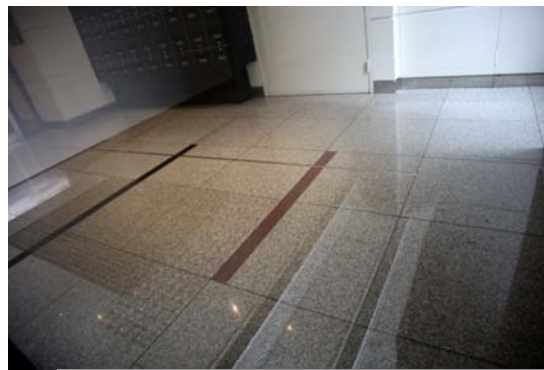


Figure 343 patterned terrazzo floor in foyer

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Twentieth Century Architecture Register of Royal Australian Institute of Architects

Graeme Butler, 1982-3, Twentieth Century Architecture Register of Royal Australian Institute of Architects: cites Building Permit Application 1936, £69,000 ; 'Victorian Modern': 55 photo

i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Alterations / Recommendations: Air unit

¹⁶⁷ Interiors and trees have not been assessed unless cited otherwise in the place description

added (inappropriate - remove or reinstate sympathetic alternative). Notable features include high standard design of rendered surfaces - stone facing; early modernist influence in MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984, albeit placed on a traditional "podium" base; corner site.

Building Permit Application

MCC Building Permit Application 1936, 17744.

'Victorian Year Book' (VYB)

1973: 344

'At the same time industrial assurance was increasing rapidly, and by 1911 the number of policies was 147,044 and the sum assured \$6m. The boom of the 1920s led to a great increase in the amount of new business of both types written in Victoria. The number of ordinary life assurance policies in force in 1920 was 238,414 and the sum assured was \$107m, but in 1929 policies numbered 288,847 and the sum assured was \$174m. During the same period industrial life assurance policies also increased from 286,106 to 552,943 and the sum assured rose from \$16m to \$47m' 278 ...in terms of profits in 1970-71, out of the ten largest listed companies incorporated in Australia, seven were based in Melbourne. The flow of funds for investment in other States and the income received in return clearly play an important role in Victoria's external economic relationships.

Aviva archive:

The Aviva archive contains records relating to the running of many insurance companies in Australia.

Sands & McDougall Melbourne or Victorian Directories

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

D1939 Provident Life Building, list many tenants including National Insurance company of new Zealand, Employers Liability Assurance Co, . Allard & Gordon & Co, real estate agents, Commonwealth Institute of accountants, Board of land & Works, Provident Life Assurance Company Ltd., War Service Home commission

Municipal rate records

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

No search carried out.

Relevant thematic history extract

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by

Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Context, 2010 draft:

5.3 DEVELOPING A LARGE, CITY BASED ECONOMY

'There was recovery in the early twentieth century, and Melbourne underwent further development in its new role as the nation's capital. The Great Depression followed in the 1930s, which marked another period of decline. Nevertheless, during the long boom of the post-war period, the bulk of Australia's leading public companies had their headquarters in Melbourne. Melbourne remained the financial centre of Australia, a role it maintained until the late twentieth century.'

Comparative examples

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

Selected office buildings erected in the inter-war period after 1930 in the Capital City Zone:

Street Number Name Date Architect

- Queen Street 118-126 Australian Catholic Assurance Building 1935-1936 Hennessy Hennessy & Co.
- Little Bourke Street 434-436 City West Telephone Exchange 1935-1936 Murdoch, JS Director General of Works
- La Trobe Street 123-131 E.W. Tilley Buildings 1935-47 Perrott, Leslie M & Partners
- Little Lonsdale Street 364-370 Health Department Tuberculosis Bureau, former 1935c
- Collins Street 234-238 1935c
- Little Collins Street 273-279 Presgrave Building 1935c
- Elizabeth Street 34-36 Carlow House 1935c
- Bourke Street 151-155 Malcolm Reid & Co. Ltd., former 1935c
- Lonsdale Street 352-362 Mitchell House 1936 Norris, Harry A.
- Queen Street 37-41 Provident Life Building 1936-1937 Eggleston, A S & R A
- Lonsdale Street 364-372 Askew House 1937 Twentyman and Askew
- Queen Street 18 Alkira House 1937 Wardrop, J.H.
- Collins Street 75-81 1937
- A'Beckett Street 143-151 Advocate Press Building 1937 San Miguel, Lionel D.
- Collins Street 181-187 Melbourne Theosophical Society 1937 Marsh & Michaelson
- Collins Street 401-403 Trustees Chambers 1937 Henderson, Anketell & K and Partners
- Collins Street 4-6 ANZAC House 1937-8 Oakley & Parkes
- Bourke Street 164-166 Barnett Building 1938 Seabrook & Fildes
- Collins Street 109-113 CBC Bank 1938
- King Street 54-60 Victorian Butter Factories Co-operative B 1938 Barlow, Marcus

- Swanston Street 125-133 Century Building 1938-40 Barlow, Marcus R & Assoc.; Taylor & Soilleux
- Collins Street 335-339 Commercial Bank of Australia (facade, new structure) 1939 Henderson, Anketell & K
- Collins Street 335-339 Commercial Banking Co. of Australia (Facade) 1939 Henderson, Anketell & K
- William Street 77-89 Western House, National Bank of Australasia 1939 Meldrum & Noad
- Little Bourke Street 361-363 Russell's shop & offices 1939 Peck, Arthur & Hugh
- Little Collins Street 616-622 MMTB Headquarters 1939
- Queen Street 93-95 National Trustees Executors and Agency Co. 1939 Henderson, Anketell & K & Partners
- Elizabeth Street 28-32 Australian Natives Association Building (renovation) 1939 Marsh & Michaelson
- Collins Street 409-413 Commercial Union Building, later AUC Office 1939-40 Peck, Kemter & Dalton, in association with Phillip B. Hudson.
- Collins Street 287-301 Royal Banking Chambers 1939-41 Stephenson & Turner

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 37-41 Queen Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **B** on an A-F individual building scale and a streetscape level of (scale of 1-3).

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

History

The former Provident Life Building, it was designed in 1937 by architects AS & RA Eggleston and attracted the attention of Robin Boyd ("Victorian Modern") as an example of the turning point from the all pervading commercial classical revival towards the international Modernistic manners of functionalism (here showing perhaps Wright's influence as well). Noting with approval the plain spandrels, regular and continuous window strips, free internal planning and bright and colourful interior, Boyd queried the need for the "weighty pi-sign" applied to the otherwise strictly functional elevation, seemingly as a semi-decorative gesture. It was also clad with stone.

Description

Although it still possessed the implied classical podium (high ground level, separately expressed), the austerity and functional nature of the façade above resembled on the one hand, the later column and spandrel-born elevations of the 1960s and, on the other, the reversion to massive pseudo-structural expression used in the late 1960s, early 1970s commercial designs (MMBW Building). It was neither a revival or after the expressive Moderne style as seen at Alkira House, Queen Street. Instead, it foreshadowed (particularly the south face) the later preoccupation with regular fenestration based on the structural grid and the shunning of all classical trappings such as implied cornices (the corner piers bypass the almost floating "cornice" and hence do not support it), architraves and punched fenestration. Another adventurous attribute was the full-height glazed screen set inside the otherwise monumental ground floor lobby which apparently achieved near invisibility, forsaking the heavy surrounds typical of the period.

External Integrity

Generally original, air units added

Streetscape

It adjoins the two slick curtain walls built 200 years later after the dictums explored by this building and hence it relates to the regular geometry of their elevations.

Significance

Recognised as one of the influential few pre-war proto-Modern commercial multi-storey designs

Central City Heritage Study Review 1993

The building at 37-41 Queen Street was assessed in this review and graded A on an A-E individual building scale.

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

Central City Heritage Study Review 1993: appendix 4:

Statement of Significance

The former Provident Life Building, 37-41 Queen Street, is of architectural significance at a state level as one of the few commercial buildings in the CAD constructed during the 1930s to employ the visual and functional principles of European modernism. Designed by architects AS and RA Eggleston and built in 1937 the piers of the extended portal frame on Queen Street facade reflect the general trend towards emphasised verticality in a number of city buildings in the 1930s. notably HW and FB Tompkins's Myer Emporium and Marcus Barlow's Manchester unity and Century Buildings The polished granite facing and abstracted neo-classical podium of the former

Provident Life Building creates a formal elevation to Queen Street. while the Flinders Lane elevation is articulated by a simple repetitive rhythm of piers and spandrel panels more typical of 1960s high-rise construction Free interior planning. the flow of interior/exterior space through the use of a large glass screen placed midway across the entry, and the provision of space for future air conditioning are further significant features of the building.'

'History & Description:

Built on the north-western corner of Queen Street and Flinders Lane, the limit-height headquarters building for the Provident Life Assurance Co at 37-41 Queen Street consists of twelve storeys and a basement. Bounded by streets on three of its four sides, much was made of the opportunity for natural lighting in the building's planning.' All services such as lifts stairs. ducts and lavatories were placed on the north wall thus dispensing with light courts and maximising the lettable floor area. The structural beams were designed with particular care to permit the future installation of air conditioning ducts without interfering with the ceiling levels.

The external appearance of this high-rise office building caught the attention of critic Robin Boyd in 1947 when he commented favourably on its "direct and unassuming" expression of structure but questioned the "weighty pi-sign" 2 of the Queen Street facade The piers of the extended and obviously attached portal frame sitting above a podium of polished granite facing indeed gave the building a formal air but also alluded to the general trend in 1930s city buildings toward an emphasised verticality. The Flinders Lane façade was much simpler and was a direct expression of repetitive piers and spandrel infill panels. This treatment predated the same articulation of high rise buildings that was to become popular in the 1960s. Boyd also commented on the glass entrance screen which gave a sense of transparency with the building name on the wall slipping through from inside to out. Indeed the reason that Boyd's comments are significant are that along with his mention of Barnetts Building and McPhersons in Collins Street, the Provident Life Building was one of the few commercial buildings constructed during the 1930s to employ the visual and functional principles of European modernism.

Designed in 19363 and butt in 1937, this building adjoins and complements two curtain wall buildings designed some twenty years later. The Provident Life Building also completes the corner to create a minor precinct of modernist urban design in Melbourne.

The architects for the Provident Life Assurance Building were the father and son partnership of AS and RA Eggleston (later to become

Eggleston McDonald and Secomb in the early 1950s) At the time of the building's completion in 1938, Alec Eggleston was President of the Royal Victorian Institute of Architects. while son Robert was writing about the design of the "The Modern Office Building" 4 for his professional colleagues. Clive Steele was the consulting engineer for the building.' The cost of works was £69 .8

In 1936, tenants included the E.C.Fowler & Co. (basement), Provident life Assurance Co (Ground & 2nd Floor); Messrs. A. Gordon Allard & Co. (2nd Floor); Workers Compensation Board, Messrs Samar) and Mogg (3rd Floor), S. Lie (4th Floor); Commonwealth Institute of Accountants (5th Floor) V P Williams, NV Nixon & Co and Store for National insurance of New Zealand (10th Floor), with a caretaker's flat on the 11th floor.'

Footnotes:

1. "Provident Life building" RVIA Journal March-April 1938. p 8.

2 Robin Boyd. Victorian Modern p 55

3 Building Permit No 17744. 14 9 1936

4 Robert A Eggleston, "The Modern Office Building" RVIA Journal. March-April 1938, pp5-8

5 Building Permit No 17744 File Correspondence.

6 Building Permit No 17744. 14. 9. 1936

7 Ibid.'

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay¹⁶⁸. The building at 37-41 Queen Street was assessed in this review and graded **B** on an A-E individual building scale.

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

History and Description

Built on the north-western corner of Queen Street and Flinders Lane, the height limit headquarters building for the Provident Life Assurance Co. at 37-41 Queen Street consists of twelve storeys and a basement. Bounded by streets on three of its four sides, much was made of the opportunity for natural lighting in the building's planning [RVIAJ]. All services such as lifts stairs, ducts and lavatories were

¹⁶⁸ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

placed on the north wall thus dispensing with light courts and maximising the lettable floor area. The structural beams were designed with particular care to permit the future installation of air conditioning ducts without interfering with the ceiling levels. The external appearance of this high-rise office building caught the attention of critic Robin Boyd in 1947 when he commented favourably on its 'direct and unassuming' expression of structure but questioned the 'weighty pi-sign' [Boyd] of the Queen Street facade.

The piers of the extended and obviously attached portal frame sitting above a podium of polished granite facing indeed give the building a formal air but also alluded to the general trend in 1930s city buildings toward an emphasised verticality. The Flinders Lane façade was much simpler and was a direct expression of repetitive piers and spandrel infill panels. This treatment predated the same articulation of high rise buildings that was to become popular in the 1960s. Boyd also commented on the glass entrance screen which gave a series of transparency with the building name on the wall slipping through from inside to out. Indeed the reason that Boyd's comments are significant are that along with his mention of Barnetts Building and McPhersons in Collins Street, the Provident Life Building was one of the few commercial buildings constructed during the 1930s to employ the visual and functional principles of European modernism.

Designed in 1936 and built in 1937, this building adjoins and complements two curtain wall buildings designed some twenty years later. The Provident Life Building also completes the corner to create a minor precinct of modernist urban designs in Melbourne.

The architects for the Provident Life Assurance Building were the father and son partnership of AS and RA Eggleston (later to become Eggleston McDonald and Secomb in the early 1950s). At the time of the building's completion in 1938, Alec Eggleston was President of the Royal Victorian Institute of Architects, while son Robert was writing about the design of the 'The Modern Office Building' [RVIAJ: 6-8] for his professional colleagues.

Clive Steele was the consulting engineer for the building 5. The costs of works was £69,000. In 1938, tenants included the E. C. Fowler & Co. (basement); Provident Life Assurance Co. (Ground & 2nd Floor); Messrs. A. Gordon Allard & Co. (2nd Floor); Workers Compensation Board, Messrs Sloman and Mogg (3rd Floor); S. Lie (4th Floor); Commonwealth Institute of Accountants (5th Floor) V.P. Williams, NV Nixon & Co. and Store for National Insurance of New Zealand (10th Floor); with a caretaker's flat on the 11th floor [BPA].

The ground floor entry has been modified and now features a sympathetic canopy cantilevering above the Queen Street footpath. Otherwise, the building is in good original condition.

Statement of Significance

The former Provident Life building, 37-41 Queen Street, is of architectural significance at a local level as one of the few commercial buildings in the CAD constructed during the 1930s to employ the visual and functional principles of European modernism. Designed by architects AS and RA Eggleston and built in 1937, the piers of the extended portal frame on Queen Street facade reflect the general trend towards emphasised verticality in a number of city buildings in the 1930s, notably HW and FB Tompkins' Myer Emporium and Marcus Barlow's Manchester Unity and Century Buildings. The polished granite facing and abstracted neo-classical podium of the former Provident Life Building creates a formal elevation to Queen Street, while the Flinders Lane elevation is articulated by a simple repetitive rhythm of piers and spandrel panels more typical of 1960s high

rise construction. Free interior planning, the flow of interior/external space through the use of a large glass screen placed midway across the entry, and the provision of space for future air conditioning are further significant features of the building.

Footnotes:

- 'Provident Life Building', RVIA Journal (RVIAJ), March-April 1938, p.8.
- Robin Boyd, 1947, Victorian Modern, p.55.
- Building Permit No. 17744, 14.9.1936.
- Robert A. Eggleston, 'The Modern Office building', RVIA Journal (RVIAJ), March-April 1938, p.6-8.
- Building Permit (BPA) No. 17744, File Correspondence.
- Building Permit No. 17744, 14.9.1936.

Other heritage listings

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

Royal Automobile Club of Victoria (R.A.C.V.) Building, former, 111-129 Queen Street, Melbourne 3000



Figure 344 111-129 Queen Street

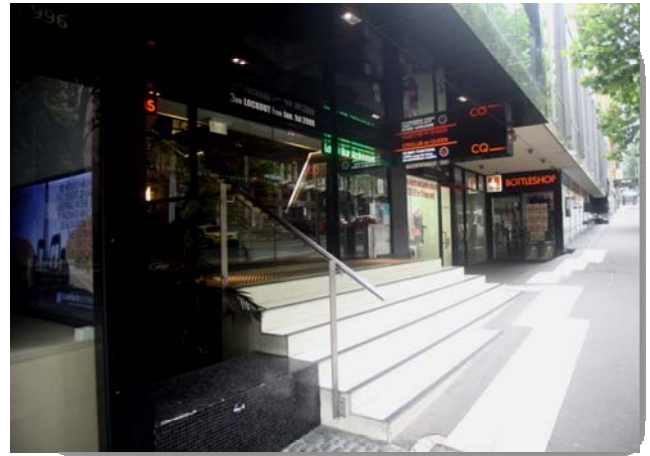


Figure 346 111-129 Queen Street, ground level



Figure 347 111-129 Queen Street (MCC)

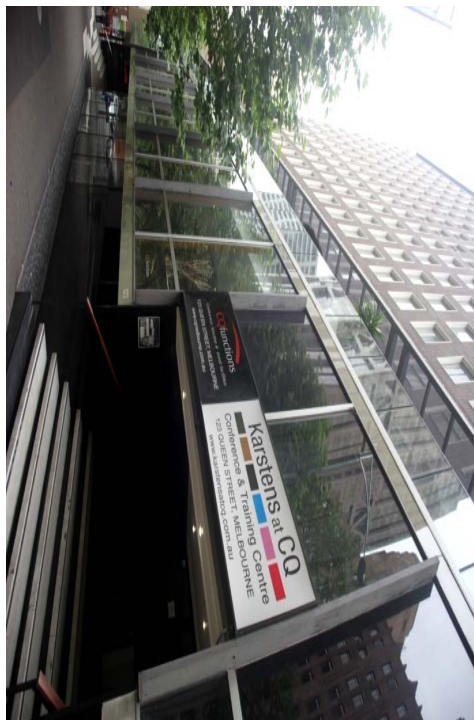


Figure 345 111-129 Queen Street, ground level

Historical associations with persons or events

Creation or major development date: 1959-1961

Major owners or occupiers: Royal Automobile Club of Victoria

Designer(s): Bates Smart & McCutcheon

Builder(s): Lewis Construction Co.

Place evaluation

Building grading and streetscape level 1985

(Central Activities District Conservation Study 1985¹⁶⁹: A,B,C,D,E,F): **D 3**

MCC Place Value Definition 1985:

Buildings are either reasonably intact representatives of particular periods or styles or they have been substantially altered but stand in a row or street which retains much of its original character.

Building grading 1993 (Central Activities District Conservation Study 1993¹⁷⁰: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985¹⁷¹: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

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

Statement of Significance

What is significant?

The RACV Club was erected in 1959-61 for use by members of the Royal Automobile Club of Victoria. It was constructed by Lewis Construction Co to designs by Bates Smart McCutcheon.

The Automobile Club of Victoria was founded in 1903 and held its first car rally at Aspendale Park Racecourse in 1904. In 1916, it received the

approval of His Majesty the King to prefix the title "Royal" to its name. Since that time it has been a major promoter of motoring and tourism in the State.

The Council of the RACV Club purchased a building on the corner of Queen and Little Collins Streets in 1939 with a view to its demolition and the construction of new clubrooms to replace its existing premises at 94-96 Queen Street. The Club council invited the firm of Bates Smart & McCutcheon to carry out an extensive survey of the site and the needs of the growing organisation. Their comprehensive report led to the decision to build and the Australian Temperance and General Mutual Life Assurance Society Ltd agreed to advance a loan for the construction. The old building was demolished and the foundation stone laid by Sir Dallas Brooks on 30 October 1959. Sir Dallas Brooks was Chief Patron of the RACV.

Believed to be the first building in Melbourne to employ the fast track or staged approach to design and construction, the massive structure was completed in 1961 and incorporated both an office and a club building each serviced by separate entries and lifts to meet the strict licensing requirements. The club offered accommodation, bars, billiard rooms, lounges and dining facilities for members all accessible directly from the basement car park or via a well-appointed lobby. Then regarded as a quiet tree-lined street, the architects provided a first floor terrace to overlook the sylvan scene in Queen Street; balconies like this being now an uncommon element in the Capital City Zone. The terrace would be off the dining and lounge areas and 'a beautiful summer rendezvous before lunch or for after dinner coffee'. Although a romantic concept that may not have lived up to its promise, the internal courtyard and flexible spaces of the lounge and dining areas, were thought to be new to Melbourne at the time. The club manager JJ Kelleher had toured overseas to ensure that the best ideas in bedroom comfort and food presentation went into the plans.

The building was opened on 11 March 1961, with the claim as a new accommodation standard for Melbourne. The opening speech was made by Sir Charles Lowe, the club administrator of Victoria, in front of delegates from English, Scottish, American, Canadian and New Zealand automobile associations. Some 200 extra staff were hired after completion to serve the new expanded facilities in all departments of the club, such that by 1970 the club employed over 1000 to service a mere 500,000 members.

Although the building was not unduly tall by local standards (215m), the façade width and floor plan

¹⁶⁹ Referenced in the Melbourne Planning Scheme clause 22.04

¹⁷⁰ Referenced in the Melbourne Planning Scheme clause 22.04

¹⁷¹ Referenced in the Melbourne Planning Scheme clause 22.04

were exceptionally large and provided for a typical floor area of almost 20,000m² where half that figure was regarded as a good sized area for City office use. The club comprises a three storey transparent cantilevering podium, clad in elegant aluminium framed glass, and polished black granite and with its own (added) canopy, surmounted by a fifteen storey manganese brick clad tower free-standing on three sides. The tower is distinguished by a rigidly regular arrangement of formerly brass-framed windows (now white painted reveals) repeated at each floor level that echoes the adjoining Perpetual Trustees Building 100-104 Queen Street.

This elevated masonry clad block rests on stilts above the podium as discrete and well formulated massing, the stilts or columns being visible as they pass through the podium on the south side. Not easily seen from ground level, the roof over the tower block has a butterfly form that floats above the façade which, combined with the glazed podium, gives the lightness and clarity of purpose sought by Modernist designers.

The first floor level has an undercroft that houses shops and allows the two exposed entry stairs to float from ground to first floor. River stones fill the paving strip between footpath asphalt and shopfront entry. On the south side a hit and miss upper-level brick screen masks services, as a textured foil to the other all-glass cladding. The basement was equipped with a car lift and the entry foyer is multi-level. Externally, the building survives largely in its original form.

How is it significant?

The R.A.C.V. Building is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

The R.A.C.V. Building is of aesthetic and historical significance as a substantial and well-preserved example of elegantly massed post-war Modern architecture and an early example of fast-track design and construction within Melbourne's Capital City Zone. The club building is historically significant for its close link with the Royal Automobile Club of Victoria as custom-built premises for new much expanded club functions, some of which like the first level terrace, being uncommon in the Capital City Zone as is the building type (private club) for that period. The Royal Automobile Club of Victoria was then the State's premier road lobbyist and a major tourism promoter: many of its members were highly influential within Victoria society.

Recommendations

This report recommends that:

- the building and associated land at 111-129 Queen Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01¹⁷².
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

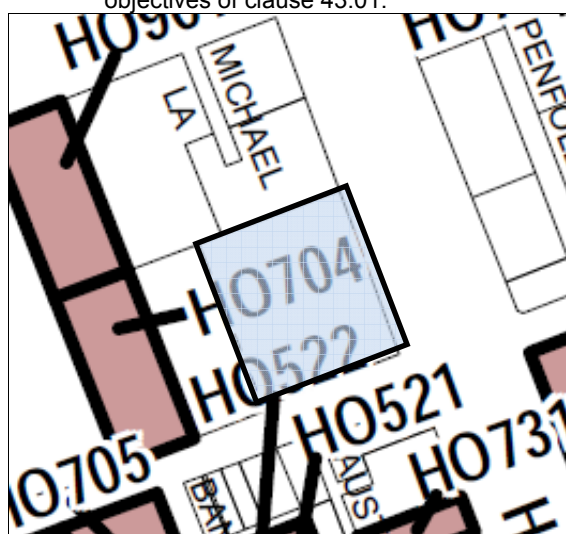


Figure 348 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

¹⁷² Interiors and trees have not been assessed unless cited otherwise in the place description

General sources

The following data was typically drawn from:

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

I-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include being renowned for "fast track" construction. (See other RACV building at 94-98 Queen Street from 1925 designed by JS Keague.)

Twentieth Century Architecture Register of Royal Australian Institute of Architects

Graeme Butler, 1982-3, Twentieth Century Architecture Register of Royal Australian Institute of Architects: cites Building Permit Applications, 'Cross-section' 1/3/1960- has image of perspective, states as 15 storeys, builder/architect £1,400,000; 'Cross-section', 89, March 1960: work started etc. perspective.

Building Permit Application

Building Permit Applications: 6/1/1959, 33014 (prelim); underpinning 27/2/1959; 25/9/1969 33630 £1,345,000 staged applications total est. cost £1,500,000.

(State Library of Victoria collection)



Figure 349 Wolfgang Sievers 1961 shows floating butterfly roof and podium base (State Library of Victoria collection)



Figure 350 Wolfgang Sievers 1961 shows podium base (State Library of Victoria collection)

The Crown of the Road

Priestley, 1983: *The Crown of the Road*: 116

New Headquarters

In March 1958 the building plans for the RACV's new offices and club rooms were published. The site, nearly diagonally opposite 94 Queen Street, had been bought in 1939 and the three-storey stone building which occupied most of it had been leased out for government and private offices. Rents provided some of the surplus money which was invested in a members' fund account. By 1958, that fund amounted to nearly half a million pounds. Club investments were worth another £300, and the value of freeholds, vehicles and plant owned by the Club totalled another half million. This 'extremely strong' financial position enabled a long term mortgage loan for the new building to be secured without difficulty.

The building was to be eighteen storeys high with sufficient space for the membership, travel, touring and publicity departments, as well as the bars, lounges, kitchens and a large underground garage to house guests' cars. Full membership lists were opened again, with preference being given to service and country members. Almost immediately 300 people took advantage of the offer.

The site in Queen Street offered visitors 'quietness in a tree-lined avenue', which induced the architects Bates, Smart and McCutcheon to provide a first-floor terrace opening off the dining and lounge areas which would be 'a beautiful summer rendezvous before lunch or for after dinner coffee'. While traffic dust, noise and smells obliterated that pleasant idea even before the building opened, the internal courtyard and flexible spaces of the lounge and dining areas, which were new to Melbourne at the time, have continued to adapt well. A visit overseas by Club manager Kelleher ensured that the best ideas in bedroom comfort and food presentation went into the plans; and when the building was opened on 11 March 1961, it was claimed to set new accommodation standards for Melbourne.

The opening speech was made by Sir Charles Lowe in his capacity as Administrator of Victoria. But he was also a Club member of forty years' standing, and as a barrister and judge in Victorian law courts he had 'watched the flood of litigation that slowly but surely developed with the arrival of the mass-produced vehicle'. Lowe hastened to add that this was not a lament, merely 'contemporary history', for the motor car had 'become a necessity for a full and modern life'. And since that modern life brought many problems in its train, there was an even greater need for automobile clubs all over the world to serve the motor-car user, to speak for him when he needed a voice and to help with problems he could not solve himself. Listening to Lowe's speech were delegates from English, Scottish, American, Canadian and New Zealand automobile associations, and he courteously acknowledged their presence when he said he had a high regard for motorist organizations which were prepared to serve in this way. The RACV found plenty of occasions to work along the paths Lowe had outlined, in the years after 1961. Old motoring problems loomed larger, and a complex of new ones appeared to cloud the horizon. The dream was becoming tinged with nightmare.'

Sands & McDougall Melbourne or Victorian Directories

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

D1973 111-129 Royal Automobile Club of Vic.

111-129 RACV (travel service)

Municipal rate records

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

No search carried out.

Relevant thematic history extract

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

Context 2010 draft:

13.2

PROMOTING TOURISM.

The Victorian Railways did much to promote tourism by rail, publishing a regular guide-book.

The Victorian Government Tourist Office opened in Collins Street in 1906, which operated in tandem with the Victorian Railways and which provided a one-stop service for travel from Melbourne. The railways provided extra carriages on holidays for trips to popular destinations, including St Kilda, Mornington Peninsula, and Healesville. The city's role in tourism declined with the increased popularity and ownership of the motor car. But this development saw the establishment of the Royal Automobile Club of Victoria in 1918, which provided services to motoring tourists.

Melbourne was promoted as a tourist destination in the 1920s and 1930s through a range of advertising material, including the commercial art posters of Percy Trompf. The staging of the 1956 Olympic Games in Melbourne gave the city a major boost as an international tourist destination and gave Melbourne a reputation as the 'friendly city'. Motor inns were opened around this time, including the Parkroyal in Parkville and the Carlton Crest on Queens Road.

Some places and objects of significance

- Former Friendly Societies' Park [southern end of Yarra Park]
- Carlton Gardens [Victorian Heritage Register]
- Former Victorian Government Tourist Bureau, Collins Street

- Flinders Street Station (1910-11) [Victorian Heritage Register]
- Former RACV clubrooms, Queen Street (1960s)
- Royal Exhibition Building and Carlton Gardens, Carlton [Victorian Heritage Register]

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained and enhanced in the light of the 1993 and 2002 reviews, and the Context thematic history.

Residential hotels or clubs built in the immediate post war period in the Capital City Zone are few:

Street	Name	Date	Architect
Elizabeth Street	1-5 Hosies Hotel	1956	Mussen Mackay & Potter
Exhibition Street	113-149 Southern Cross Hotel.	1963	Perrott, Leslie M & Ptnrs.; Welton Beckett. (demolished)

- Elizabeth Street 1-5 Hosies Hotel 1956 Mussen Mackay & Potter
- Exhibition Street 113-149 Southern Cross Hotel. 1963 Perrott, Leslie M & Ptnrs.; Welton Beckett. (demolished)

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 111-129 Queen Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **D** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 111-129 Queen Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay¹⁷³. The building at 111-129 Queen Street was assessed in this review and graded **D** on an A-E individual building scale.

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

History and Description

The RACV Club was erected in 1959-61 for use by members of the Royal Automobile Club of Victoria. It was constructed by Lewis Construction Co to designs by Bates Smart McCutcheon [Gibb].

The Council of the RACV Club purchased the existing building on the corner of Queen and Little Collins Streets in 1939 with a view to its demolition and the construction of new clubrooms to replace its existing premises at 84 Queen Street [RACV].

The proposal was shelved during WWII and the building fell into disrepair, serving as the studio of Justus Jorgensen, the designer of Montsalvat, until 1956. In the following year the issue of more suitable clubrooms was revisited and the Council invited the firm of Bates Smart & McCutcheon to carry out an extensive survey of the site and the needs of the growing organisation. Their comprehensive report led to the decision to build. The Australian Temperance and General Mutual Life Assurance Society Ltd agreed to advance a loan for the construction. The old building was demolished and the foundation stone laid by Sir Dallas Brooks on 30 October 1959. Sir Dallas Brooks was Chief Patron of the RACV.

The RACV Club is believed to be the first building in Melbourne to employ the fast track approach to design and construction. The massive structure was completed in 1961 and incorporated both an office and a club building each serviced by separate entries and lifts to meet the strict licensing requirements. The club offered accommodation, bars, billiard rooms, lounges and dining facilities for members all accessible directly from the basement car park or via a well-appointed lobby.

Although the building was not unduly tall by local standards (215m), the footprint was exceptionally large and provided a floor area of almost 20,000m² [RACV 1963].

¹⁷³ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Heritage Assessment of 111-129 Queen Street, Melbourne

Externally, the building survives largely in original form. It comprises a three storey podium in glass and tiles surmounted by a fifteen storey tower distinguished by a rigidly regular arrangement of brass-framed windows repeated at each floor level. The building is in good condition.

Statement of Significance

The RACV Building is of aesthetic and historical significance at a local level as a substantial example of post-war modern architecture and an early example of fast track design within Melbourne's CBD.

Footnotes:

- Gibb, 2001: Interview, Davina Gibb, Archivist, RACV Heritage Collection, 6/3/01.
- RACV, Royalauto Journal, March 1958, p.6-7.
- RACV, Royal Auto Journal, April 1963. p.14-15.

Other heritage listings

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

**Australasian Catholic Assurance
(ACA) Building, 118-126 Queen
Street, Melbourne 3000**



Figure 351 118-126 Queen Street



Figure 352 118-126 Queen Street

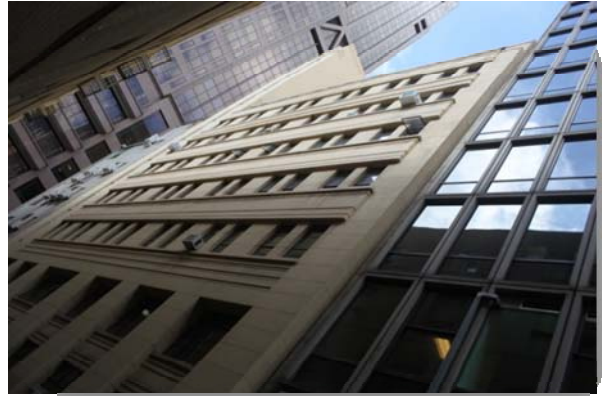


Figure 353 Streamlined Moderne rear elevation



Figure 354 Typical shopfront

**Historical associations with persons
or events**

Creation or major development date: 1935-1936

Major owners or occupiers: Australasian Catholic Assurance Company Ltd

Designer(s): Hennessy & Hennessy & Co.

Builder(s): Lewis Construction Company Pty. Ltd.

Place evaluation

Building grading and streetscape level 1985

(Central Activities District Conservation Study 1985¹⁷⁴: A,B,C,D,E,F): **A**

MCC Place Value Definition 1985:

Buildings of national or state importance, irreplaceable parts of Australia's built heritage....

Building grading 1993 (Central Activities District Conservation Study 1993¹⁷⁵: A,B,C,D,E): **A**

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

Building grading level 2011 (Central Activities District Conservation Study 1985¹⁷⁶: A,B,C,D,E): **A**

MCC Place Value Definition 2011:

These buildings are of national or state importance, and are irreplaceable parts of Australia's built form heritage. Many will be either already included on or recommended for the Victorian Heritage Register or the Register of the National Estate.

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

Penfold House and the Gordon & Gotch buildings were replaced by a new Australasian Catholic Assurance Company building, designed in 1934-35 by the Sydney architects and engineers Hennessy & Hennessy and Co. and R Morton Taylor of Melbourne, architects in association. Melbourne builders, Lewis Construction Company Pty. Ltd. were the contractors and the building completed by early 1936.

The Hennessy firm received many commissions from the Catholic Church in New South Wales, including work on St. Mary's Sydney. A large Hennessy project mooted in the 1930s was a New South Wales' motor manufacturing town, Austral, where all public and private service

buildings were to the firm's design. The Catholic Assurance Company no longer functions; the building being more recently owned by the South British Insurance Co. and leased for professional offices.

No later than the cement rendered Myer Bourke Street facade, the ACA Building could at least boast a 'Benedict Stone' facade, a cladding block which could be produced in a variety of colours, and in a colour similar to the terra-cotta faience of G.J. Coles Bourke Street store (1928-), the forerunner of the modern Commercial Gothic or Jazz Moderne style in Melbourne city. Although examples of the style used in the ACA Building are earlier, such as the former Coles Building or Marcus Barlow's Manchester Unity Building (1932), the ACA building is faced with a different material and is detailed in a more ornate manner. The Roman Catholic Diocese of Brisbane appears to have acquired the Australian rights for the appropriately named 'Benedict Stone' and it was henceforth manufactured in Brisbane, where it was used for a number of significant buildings across Australia.

The ribbed and fluted facade rises through eleven levels from ground level and basement, either side of a central stepped tower, and is articulated by means of a number of stages and bays. The lower three storeys provide a podium above which rise a number of facade bays separated by moulded pilasters, with a dramatic increase in vertical emphasis. The façade steps back at the ninth storey and again at the eleventh storey, echoing the dramatic setbacks to upper storeys which characterise the stepped Manhattan's skyscraper profiles of the 1920s. All elements of the facade are detailed with commercial Gothic or Jazz Moderne incised or moulded ornament which reflects the influence of Gothic architecture, illustrating one of the most vital fonts of inspiration for the eclectic Jazz mode and the primary influence upon Jazz Moderne skyscraper design in America and elsewhere.

Window frames and spandrels are of bronze, incorporating multi-paned glazing and grilles, and the building's name is repeated in metal lettering, set as in a music score on a three line bar. Jazz Moderne to Queen Street but, glimpsed from Little Collins Street, the more contemporary Streamlined Moderne style occupies the building's rear façade as a series of horizontal window strips with rounded spandrel-ends. The Brooks Robinson shopfronts and lift lobby detailing, lighting, black marble and chrome are all vital accessories to the Moderne style and are all near original and significant.

The ACA building relates, across Queen Street, to the similarly styled and finished National

¹⁷⁴ Referenced in the Melbourne Planning Scheme clause 22.04

¹⁷⁵ Referenced in the Melbourne Planning Scheme clause 22.04

¹⁷⁶ Referenced in the Melbourne Planning Scheme clause 22.04

Trustees Executors and Agency Co. Building also to the more recent but also significant Scottish Amicable Building, adjoining, because of the similar vertical fenestration.

How is it significant?

The Australian Catholic Assurance Building is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

The Australasian Catholic Assurance Co Ltd (ACA) Building is of State architectural significance as a large, very fine and substantially externally intact example of the Gothic-influenced Jazz Moderne styled skyscraper mode. Although later than other important examples such as the former G J Coles Building, Bourke Street or the Manchester Unity Building the ACA Building is notable for its distinctive detailing, its dramatic stepped form and its facade of rose pink Benedict Stone, a concrete product developed in the 1920s in competition to terracotta faience.

Historically the building is a key part of the inter-war boom when finance institutions (banks and insurance companies) built headquarters and branch offices in the Capital City Zone when Melbourne was the financial capital of Australia. The use of Benedict Stone in the ACA Building is also illustrative of the strong and unusual association between the Catholic Church, this new concrete product and the design firm of Hennessy & Hennessy.

Recommendations

This report recommends that:

- the building and associated land at 118-126 Queen Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (A) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control should apply in the Schedule to the Heritage Overlay as Clause 43.01¹⁷⁷.
- Investigate the application of interior control in the Schedule to the Heritage Overlay under Clause 43.01, as defined below¹⁷⁸.

¹⁷⁷ Interiors and trees have not been assessed unless cited otherwise in the place description

¹⁷⁸ Interiors and trees have not been assessed unless cited otherwise in the place description

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

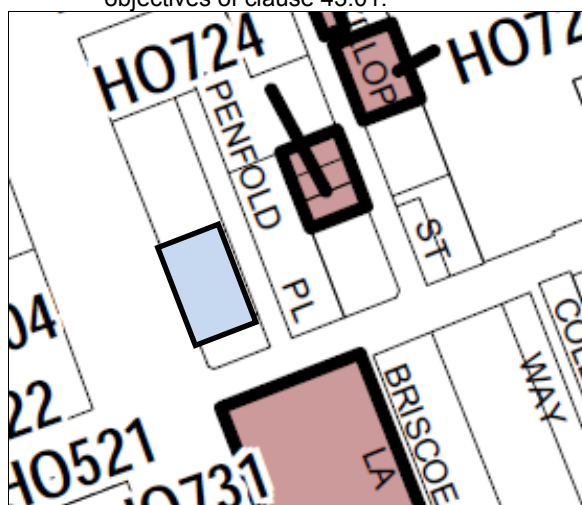


Figure 355 proposed heritage overlay

Interior elements

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

Interior elements include:

Lift lobby detailing, terrazzo, lighting, polished black marble and chrome.



Figure 356 Entry foyer

Victorian Heritage Register

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

Recommended for the Victorian Heritage Register? Yes.

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council

Keith and John Reid, CBD Study Area 7 Historic Buildings Preservation Council, 1976: 287 not recommended to Historic Buildings Register - no sources stated;

Building Permit Application

MCC Building Permit Application (BPA) 1935, 16680

i-Heritage

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Description/Notable Features Notable features include shop front; elaborate/high standard design of rendered surfaces; metal window details; terracotta facing and lettering. References Refer RVIAJ May 1937

National Trust of Australia (Vic)

Central Activity District Heritage Shopfronts, CAD Shopfront Survey 2000: Graded A, cites this shopfront: Brooks Robinson shopfront. Original awning bars, gilding metal.

Statement of Significance

'A set of very stylish Moderne shopfronts, original with the building and integrated with the architecture. Distinctive for their small scale, and level of detail, particularly the horizontal 'streamlining' below the windows and their slight projection to create a display case effect.'

'The Argus':

Thursday 18 January 1934

AUSTRALASIAN CATHOLIC ASSURANCE.

The Australasian Catholic Assurance Company, Ltd., received total revenue of £163,641 for the year ended June 30, 1933. Expenditure was £89,630, leaving £74,211 to be carried to reserves. Claims- paid were £4381. maturities £15,991, and surrenders £0265. AS a result of an actuarial investigation a dividend of 7 per cent, will be paid to share- holders, and an increase in bonus distribution ranging from 14 per cent, to 50 per cent, on bonus declaration for the year ended June 30, 1933, will be allotted to policyholders. Capital Is £14,512, and life assurance fund £440,759. Assets are valued at £470,943, and include £276,571 loans on mortgage and £123,863 Government securities

Sands & McDougall Melbourne or Victorian Directories

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

D1939 118-126 ACA Building lists tenants on basement (Café 118) and 11 floors (Australasian Catholic Assurance Company Ltd 11th)

Municipal rate records

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

No search carried out.

Relevant thematic history extract

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

Context 2010 draft:

5.3 DEVELOPING A LARGE, CITY BASED ECONOMY

'There was recovery in the early twentieth century, and Melbourne underwent further development in its new role as the nation's capital. The Great Depression followed in the 1930s, which marked another period of decline. Nevertheless, during the long boom of the post-war period, the bulk of Australia's leading public companies had their headquarters in Melbourne. Melbourne remained the financial centre of Australia, a role it maintained until the late twentieth century.'

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 119

'6.8 THE NEW IMAGE

BUILDING

The 1920s had seen the rise of glazed terracotta cladding in city buildings but it was in the 1930s that this material became really important, as in the complete Gothic casing of the Manchester Unity Building. Its final and most horrible manifestation was in the Commonwealth Centre at the corner of Spring and La Trobe Streets in the 1950s. Meanwhile it was challenged by a cement based product, 'Benedict Stone', a cladding block which could be produced in a variety of colours. This was at first produced in Sydney at the Granville works of Goodlet & Smith, who had entered an agreement in 1927 with Benedict Stone Ltd, USA, by which they were to produce the material under licence, with 15% of profit going to America. By October 1927 it was beginning to be used in Sydney but the local company succumbed to the Depression and went into liquidation in 1931. The product was still being advertised in 1933: the Roman Catholic Diocese of Brisbane appears to have acquired the Australian rights, and the material was henceforth manufactured in Brisbane, where it was used for the Shell Building. It was used especially in the various offices of the Colonial Mutual Life Assurance Co designed by Hennessy & Hennessy of Melbourne, and in Melbourne it was also used for the Australian Catholic Assurance Building, Queen Street...

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained and enhanced by reference to it in the Lewis thematic history.

Selected office design in the Capital City Zone built in the late 1930s:

Street Number Name Date Architect

- Queen Street 118-126 Australian Catholic Assurance (ACA) Building 1935-1936 Hennessy Hennessy & Co.
- Little Bourke Street 434-436 City West Telephone Exchange 1935-1936 Murdoch, JS Director General of Works
- La Trobe Street 123-131 E.W. Tilley Buildings 1935-47 Perrott, Leslie M & Partners
- Little Lonsdale Street 364-370 Health Department Tuberculosis Bureau, former 1935c
- Collins Street 234-238 1935c
- Little Collins Street 273-279 Presgrave Building 1935c
- Elizabeth Street 34-36 Carlow House 1935c
- Bourke Street 151-155 Malcolm Reid & Co. Ltd., former 1935c
- Lonsdale Street 352-362 Mitchell House 1936 Norris, Harry A.
- Queen Street 37-41 Provident Life Building 1936-1937 Eggleston, A S & R A
- Lonsdale Street 364-372 Askew House 1937 Twentyman and Askew
- Queen Street 18 Alkira House 1937 Wardrop, J.H.
- Collins Street 75-81 1937
- A'Beckett Street 143-151 Advocate Press Building 1937 San Miguel, Lionel D.

- Collins Street 181-187 Melbourne Theosophical Society 1937 Marsh & Michaelson
- Collins Street 401-403 Trustees Chambers 1937 Henderson, Anketell & K and Partners
- Collins Street 4-6 ANZAC House 1937-8 Oakley & Parkes
- Bourke Street 164-166 Barnett Building 1938 Seabrook & Fildes
- Collins Street 109-113 CBC Bank 1938
- King Street 54-60 Victorian Butter Factories Co-operative B 1938 Barlow, Marcus
- Swanston Street 125-133 Century Building 1938-40 Barlow, Marcus R & Assoc.; Taylor & Soilleux
- Collins Street 335-339 Commercial Bank of Australia (facade, new structure) 1939 Henderson, Anketell & K
- Collins Street 335-339 Commercial Banking Co. of Australia (Facade) 1939 Henderson, Anketell & K
- William Street 77-89 Western House, National Bank of Australasia 1939 Meldrum & Noad
- Little Bourke Street 361-363 Russell's shop & offices 1939 Peck, Arthur & Hugh
- Little Collins Street 616-622 MMTB Headquarters 1939
- Queen Street 93-95 National Trustees Executors and Agency Co. 1939 Henderson, Anketell & K & Partners
- Elizabeth Street 28-32 Australian Natives Association Building (renovation) 1939 Marsh & Michaelson
- Collins Street 409-413 Commercial Union Building, later AUC Office 1939-40 Peck, Kemter & Dalton, in association with Phillip B. Hudson.
- Collins Street 287-301 Royal Banking Chambers 1939-41 Stephenson & Turner

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 118-126 Queen Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **A** on an A-F individual building scale and a streetscape level of (scale of 1-3).

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

History

Penfold House and the Gordon & Gotch Buildings gave way to the Australian Catholic Assurance Company for these new buildings. Designed by the Sydney architects and engineers, Hennessy Hennessy and Co., in 1934-35, Melbourne builders, Lewis Construction Company Pty. Ltd. were the contractors and the work was completed by early 1936. The Hennessey firm received

many commissions from the Catholic Church in New South Wales, including work on St. Mary's Sydney. A large Hennessy project mooted in the 1930s was a New South Wales' motor manufacturing town, Austral, where all public and private service buildings were to the firm's design.

The Catholic Assurance Company no longer functions; the building being more recently owned by the South British Insurance Co. and leased for professional offices.

Description

No later than the Myer Bourke Street façade, the ACA Building could at least boast a terra-cotta faience façade, and in a colour not unlike the G.J. Coles Bourke Street store, the forerunner of the Neo-Gothic style in Melbourne city (1928-30).

The ribbed and fluted façade rises through eleven levels and two planes, either side of a central stepped tower. Window frames and spandrels are of bronze, incorporating multi-paned glazing and grilles, and the building's name is repeated in metal lettering, set as in a music score on a three line bar.

Late Gothic to Queen Street but, glimpsed from Little Collins Street, the more contemporary Moderne style occupies the building's rear façade as a series of horizontal window strips with rounded spandrel-ends. Ecclesiastical allegiance or the junior designer, confined to the rear elevation: it is surprising the building has two styled elevations at all. Shopfronts and lift lobby detailing, with lighting, the black marble and chrome as accessories to the Moderne rather than the neo-Gothic, are all but original.

Integrity

Generally original.

Streetscape

Relates, across Queen Street, to the similarly styled and finished National Trustees Executors and Agency Co. Building also, by vertical emphasis in the fenestration, to the more recent Scottish Amicable Building adjoining.

Significance

An almost intact and successfully designed (if late) Neo-Gothic styled building which possesses all of the styles' attributes including the terra cotta faience and bronze joinery.

Central City Heritage Study Review 1993

The building at 118-126 Queen Street was assessed in this review and graded A on an A-E individual building scale.

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

'Statement of Significance

Built in 1935-36 to designs prepared by the Sydney architectural firm Hennessy, Hennessy & Co, in association with R Morton Taylor of Melbourne the Australasian Catholic Assurance Co Ltd (ACA) Building 118-126 Queen Street. is of state architectural significance as a large, very fine and substantially externally intact example of the Gothic-influenced Jazz skyscraper mode Although later than other important examples such as the former G J Coles Building, Bourke Street or the Manchester Unity Building the ACA Building is notable for its distinctive detailing, its dramatic form and its facade of rose pink Benedict Stone, a concrete product developed in the 1920s in competition to faience.'

'History & Description:

The Australasian Catholic Assurance Co Ltd (ACA) Building was designed and constructed in 1935-36 by Hennessy & Hennessy of Sydney and R Morton Taylor of Melbourne, architects in association) The building is of twelve storeys with a two storey central tower. While the façade is one of Melbourne's most distinctive and dramatic Jazz compositions, the rear section adopts a quite different Streamlined Moderne design with strong horizontal emphasis. The façade is faced with pink 'Benedict Stone' 2 and is articulated by means of a number of stages and bays. The lower three storeys provide a podium above which rise a number of bays separated by moulded pilasters, with a dramatic increase in vertical emphasis The façade steps back at the ninth storey and again at the eleventh storey, echoing the dramatic setbacks to upper storeys which characterise Manhattan's skyscrapers of the 1920s. All elements of the façade are detailed with Jazz (Art Deco) incised or moulded ornament which clearly reflects the influence of Gothic architecture, illustrating one of the most vital fonts of inspiration for the eclectic Jazz mode and the primary influence upon Jazz skyscraper design in America and elsewhere Although similar examples of the mode are earlier, such as Harry Norris's former GJ Coles Building, 299-307 Bourke Street (1928-), or Marcus Barlow's Manchester Unity Building, corner Collins and Swanston streets (1932). the ACA building is faced with a different material and is detailed in a far more ornate manner Indeed, the Jazz mode was on its last legs at the time of its design and construction, giving way to the influence of the Moderne and International styles, the ACA Building should be seen as part of the final flowering of the mode in Melbourne.

In city building exteriors glazed terra cotta cladding was challenged by a concrete product developed in the 1930s as 'Benedict Stone', a cladding block which could be produced in a variety of colours. It was produced in Sydney

at the Granville works of Goodlet & Smith, who had entered an agreement in 1927 with Benedict Stone Ltd, USA, by which they were to produce the material under licence, with 15% of profit going to America. By October 1927 it was beginning to be used, and in the next few years it appeared in prominent works like the new offices of the Sun newspaper, and war memorials for Granville RSL, and Blackheath Memorial Park. The local Benedict stone company succumbed to the depression and went into liquidation in 1931, but the product was still being advertised in 1933.³ The Roman Catholic Diocese of Brisbane appears to have acquired the Australian rights, and the material was henceforth manufactured in Brisbane, where it was used for the Shell Building 4. It was used especially in the various offices of the Colonial Mutual Life Assurance Co designed by Hennessy & Hennessy. One of the best examples is at 41-49 King William Street, Adelaide, of 1935-6,⁵ and another was built in 1936 at St George's Terrace, Perth, but demolished in 1980.⁶ The use of Benedict Stone in the ACA Building is illustrative of the strong association between the Catholic Church, this new concrete product and the firm of Hennessy & Hennessy.'

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay¹⁷⁹. The building at 118-126 Queen Street was assessed in this review and graded **A** on an A-E individual building scale.

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

History and Description

The Australasian Catholic Assurance Co Ltd (ACA) Building was designed and constructed in 1935-36 by Hennessy & Hennessy of Sydney and R Morton Taylor of Melbourne, architects in association 1. The building is of twelve storeys with a two storey central tower. While the facade is one of Melbourne's most distinctive and dramatic Jazz compositions, the rear section adopts a quite different Streamlined Moderne design with strong horizontal emphasis. The facade is faced with pink 'Benedict Stone' 2 and is articulated by means of a number of stages and bays. The lower three storeys provide a podium above which rise a number of bays separated by moulded pilasters, with a dramatic increase in vertical emphasis. The façade steps back at

the ninth storey and again at the eleventh storey, echoing the dramatic setbacks to upper storeys which characterise Manhattan's skyscrapers of the 1920s. All elements of the facade are detailed with Jazz [Art Deco] incised or moulded ornament which clearly reflects the influence of Gothic architecture, illustrating one of the most vital fonts of inspiration for the eclectic Jazz mode and the primary influence upon Jazz skyscraper design in America and elsewhere. Although similar examples of the mode are earlier, such as Harry Norris's former GJ Coles Building, 299-307 Bourke Street (1928-), or Marcus Barlow's Manchester Unity Building, corner Collins and Swanston streets (1932), the ACA building is faced with a different material and is detailed in a far more ornate manner. Indeed, the Jazz mode was on its last legs at the time of its design and construction, giving way to the influence of the Moderne and International styles; the ACA Building should be seen as part of the final flowering of the mode in Melbourne.

In city building exteriors glazed terra cotta cladding was challenged by a concrete product developed in the 1930s as 'Benedict Stone', a cladding block which could be produced in a variety of colours. It was produced in Sydney at the Granville works of Goodlet & Smith, who had entered an agreement in 1927 with Benedict Stone Ltd, USA, by which they were to produce the material under licence, with 15% of profit going to America. By October 1927 it was beginning to be used, and in the next few years it appeared in prominent works like the new offices of the Sun newspaper, and war memorials for Granville RSL, and Blackheath Memorial Park. The local Benedict stone company succumbed to the depression and went into liquidation in 1931, but the product was still being advertised in 1933.³ The Roman Catholic Diocese of Brisbane appears to have acquired the Australian rights, and the material was henceforth manufactured in Brisbane, where it was used for the Shell Building 4. It was used especially in the various offices of the Colonial Mutual Life Assurance Co designed by Hennessy & Hennessy. One of the best examples is at 41-49 King William Street, Adelaide, of 1935-6,⁵ and another was built in 1936 at St George's Terrace, Perth, but demolished in 1980.⁶ The use of Benedict Stone in the ACA Building is illustrative of the strong association between the Catholic Church, this new concrete product and the firm of Hennessy & Hennessy.

The building is in excellent original condition having retained original shopfronts, decorative detail and window details throughout. Awnings above ground floor entries appear to be the only inappropriate addition.

Footnotes:

1 MCC Building Permit 16680, 11.9.35, Erection of a building, £95,000; Age, 8

¹⁷⁹ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Heritage Assessment of 118-126 Queen Street, Melbourne

December 1936 [RVIA Press Cuttings 1936, SLV]. Perspective illustration of the newly completed A C A Building for the Catholic Assurance Co Ltd at 120-126 Queen Street, by Hennessy, Hennessy & Co of Sydney in association with R Morton Taylor of 271 Collins Street - cites use of Benedictine Stone [sic]; note also MCC Building Permit v862, 9.10.36, Sunblinds, £70, which would appear to relate to the existing awnings.

2 Not faience, or glazed terracotta, as has been claimed in the various previous analyses of this building.

3 A W Johnson, Goodlet and Smith Ltd. Brickworks, Roofing Tile Manufacturers, Cement Works & "Benedict Stone" Manufacturers. Granville, NSW. (1886-1982)' (3 vols, major project for Historical Archaeology II [University of Sydney] 1982), p.9.

4 Florence Taylor, A Pot Pourri of Eastern Asia (Sydney 1935), p.47.

5 Susan Marsden et al (eds), Heritage of the City of Adelaide (Adelaide 1990), p.95.

6 Ian Molyneux, Looking Around Perth (East Fremantle [WA] 1981), p.63.

Other heritage listings

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

Clarke's Shops & Dwellings, 203-205 Queen Street, Melbourne 3000



Figure 357 203-205 Queen Street



Figure 358 shopfront



Figure 359 203-205 Queen Street: stonework detail



Figure 360 brick wall on lane, openings changed

Historical associations with persons or events

Creation or major development date: 1869-1870

Major owners or occupiers: Clarke, W.J.T Clarke, Janet & Rupert Eyton, Thomas (occupier)

Designer(s): Browne & Howitz

Builder(s): Brown, Charles

Place evaluation

Building grading and streetscape level 1985
(Central Activities District Conservation Study 1985¹⁸⁰: A,B,C,D,E,F): **D 3**

¹⁸⁰ Referenced in the Melbourne Planning Scheme clause 22.04

MCC Place Value Definition 1985:

Buildings are either reasonably intact representatives of particular periods or styles or they have been substantially altered but stand in a row or street which retains much of its original character.

Building grading 1993 (Central Activities District Conservation Study 1993¹⁸¹: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985¹⁸²: A,B,C,D,E): **B**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

Williams John Turner (Big) Clarke, the colony's most prominent pastoralist and landowner, commissioned architects Browne & Howitz to design this pair of shops and dwellings in 1869, a few years before his death. The builder was Charles Brown. Long term occupiers were the saddlery supplier, Thomas Eyton, and a variety of other small business, including drapers, dressmakers, a poultry exchange and a patent medicine vendor.

This parapeted two-storey pair of rendered shops and dwellings is designed in the Italian Renaissance revival style for a corner site with a splayed corner entry. The two street facades are trabeated, with stone pilasters, string and cornice moulds, dentils, and the upper-level double-hung sash windows have moulded cement architraves and bracketed and moulded sills. The timber-framed display windows appear to be of an early design and have stone plinths. Chimneys have moulded cement cornices with at least one terracotta chimney pot and the rear walls are

typically of face brick. Stone-bordered basement lights or vents are set into the pavement. The rear fence is of early bricks and basalt but has been changed with openings infilled. The designer, George Browne, is responsible for a number of significant structures, many linked with Clarke.

One display window (205) and two doors (203, 205) have been replaced; the stone has been painted; and changes have been made to the single storey rear wing and fence. A canopy has been added to 205. Many intrusive services have been added to the rear upper-level.

How is it significant?

Clarke's Shops & Dwellings are significant historically and aesthetically to the Melbourne Capital City Zone

Why is it significant?

Clarke's Victorian-era shops & dwellings are significant historically as well preserved example of their type within the Capital City Zone context, as distinguished by the survival of the shopfronts and stonework; they are also linked with the highly significant WJT Clarke.

Aesthetically the pair is a good and early example of trabeated Italian renaissance style applied to a medium sized Victorian-era commercial building in the Capital City Zone and designed by a locally prominent architect of the era, George Browne.

Recommendations

This report recommends that:

- the building and associated land at 203-205 Queen Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01¹⁸³.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

¹⁸¹ Referenced in the Melbourne Planning Scheme clause 22.04

¹⁸² Referenced in the Melbourne Planning Scheme clause 22.04

¹⁸³ Interiors and trees have not been assessed unless cited otherwise in the place description

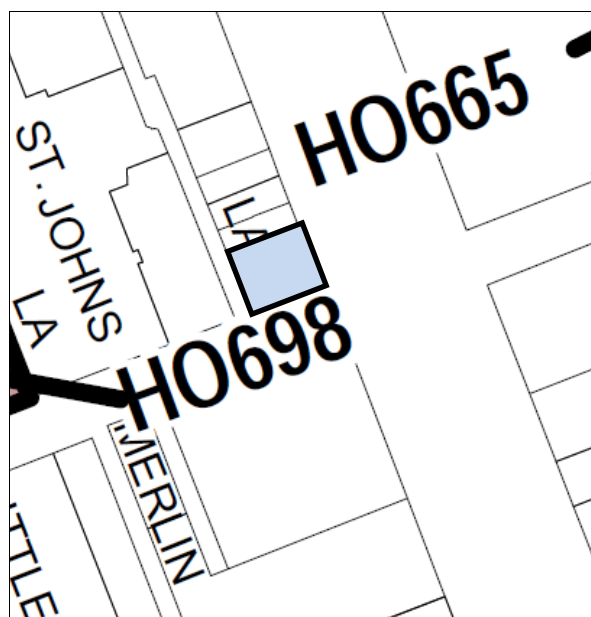


Figure 361 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council

Keith and John Reid, CBD Study Area 7 Historic Buildings Preservation Council, 1976: page 169: cites rate books, not recommended to Historic Buildings Register - notes 'historical interest' of Clarke ownership

i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include shopfront. Alterations / Recommendations: Shopfronts altered and parapet urns gone (both inappropriate - reinstate original design or sympathetic alternative), awnings added and roof sign new (both inappropriate - remove or reinstate sympathetic alternative [awnings - skillion profile]). Other Comments: 1880 panorama - shown; V1 p.106 (1869) shown.

Building Permit Application

Building Permit Application 1869,3334

Mahlstedt fire insurance plan series:

Mahlstedt & Gee fire insurance plan, 1888, plan 16: shown as two 2-storey shops 95, 95A: T Eyton, saddler.

Mahlstedt fire insurance plan (MUA) c1910-1923:

203 S Reid, bootmaker

205 Cox & Sons, poultry exchange

Panorama

AC Cooke Melbourne panorama 1871: shown

Australian Architectural Index (AAI):

Browne & Howitz (combine) Argus 3.2.1869, p 3

Tenders wanted - erection of 2 shops and dwellings in Queen St. for the Hon. W J T Clarke. Argus 3.6.1869, p 3

Mr Brown, Architect.

Saves a grocer named Hall, of S. Yarra, from drowning at Sorrento. Argus 30.12.1875 p 5

Tenders invited for extension & additions to premises in Post Office Place, the property of W J Clarke. Argus 23.6.1877, p 10

George Browne invites tenders for additions to premises Lt Collins Street East for F T Wimble Esq. (note F T Wimble were printers) Argus 29.10.1874, p 3

Tenders wanted for erection of branch office for the Commercial Bank at Echuca. Argus 24.8.1875 p 3

Tenders wanted - erection of new Presbyterian Church, Fitzroy. Argus 1.9.1871, p 2

Tenders for erection of kitchen & dairy buildings at Berwick on behalf of W.J. Clarke. Argus 24.8.1875 p 3

repairs and external painting to hotel, Lancefield Rd. On behalf of W.J. Clarke. Argus, 13.11.74, p 3

Tenders wanted - erection of a country residence at Sunbury for W.J. Clarke. Argus 24.3.1874 p 3

Fete given by W.J. Clarke at Sunbury to celebrate the completion of "Rupertswood". Report of proceedings. Argus 17.3.1876 p 7

Invites tenders on behalf of Wm. Ross Esq. for general repairs and painting to Grantown-house, Nicholson Street, Fitzroy. Argus 15.11.1877, p 3

Tenders invited for the erection of 5 two storey dwelling houses off Little Bourke Street, for Fong Fat Esq. Argus 30.9.1875 p 3

Tenders wanted - erection of 2 private houses, Emerald Hill, for W.J.T. Clarke. Argus 19.1.1871, p 3 etc.

Victorian Heritage Database (VHD)

Browne designs on Victorian Heritage Register

- Rupertswood Mansion built for Sir William Clarke at Sunbury in 1874-76, designed by Browne
- Academy of Music, in 1898 as Her Majesty's Theatre, Ballarat
- Iron Bridge over the Maribyrnong, Keilor
- Emerald Hall, formerly known as Lauder's Riding School, built in 1873 to a design by George Browne on land owned by Sir William Clarke

Australian Dictionary of Biography - Clarke, William John Turner

Hugh Anderson, 'Clarke, William John Turner (1805 - 1874)', *Australian Dictionary of Biography*, Volume 1, Melbourne University Press, 1966, pp 228-229.

'CLARKE, WILLIAM JOHN TURNER (1805-1874), pastoralist and landowner, was born on 20 April 1805 in Somerset, England, the second son of William Clarke of St Botolph, Aldgate, London, and his wife Sarah, née Turner, of Weston Zoyland, near Wells, Somerset. His yeoman father died in 1819 and William was placed under the guardianship of his uncle Joseph. He began to work for a drover taking cattle from Somerset to Smithfield and became a shrewd judge of livestock. At 21 the meat firm he was working with failed and he pledged himself to independence by making money, cautiously investing his savings in cattle and avoiding debt. In May 1829 he married Elizabeth (1801-1878), daughter of George Pyke Dowling, rector of Puckington, Somerset, and his wife Anne, née Biggs, of an old and wealthy Bristol family. A weak chest and a congenitally malformed hip as well as the prospect of new opportunities induced him to emigrate, and he arrived at Hobart Town with his wife in the Deveron on 23 December 1829.

He first set up as a butcher and meat contractor to the government in partnership with William Ladds, and for a time lived at the shop in Elizabeth Street, Hobart. Clarke later said that he had brought a capital of more than £3000, but on 11 January 1830 when he applied for a land grant, he declared a capital of £1410 in

dollars, a cow that had cost £25 in London, a bull 'not over-valued at £100', and a mare that had been worth £200 in England. Although he explained to the Land Board that he had rented the farm of Captain Briggs at Campbell Town and would have to put an overseer on his grant, he was given 2000 acres (809 ha) which he located in the Campbell Town district and called Windfalls. In November 1831 he claimed to be renting 8000 acres (3238 ha) and depasturing 6000 sheep and 800 cattle; he also had a mortgage of £600 on his Lovely Banks property near Jericho and £200 on a house at Campbell Town and expected £800 for his wool clip. For thus employing his means and time he asked for an extension of his original grant, but was refused. According to a dispatch from Denison in January 1853, Clarke then owned 80,000 acres (32,375 ha) and rented 50,000 (20,235 ha) in Van Diemen's Land.

His partnership with Ladds was dissolved in 1834 and next year Clarke bought the rights of Munmurra run near Cassilis, New South Wales, but abandoned it after a few months, finding the drought and heat too severe for his health. In 1837 he shipped 1612 ewes across Bass Strait, and took them first to Station Peak in the You Yangs between Melbourne and Geelong, and then to Dowling Forest near Ballarat. Here he acquired pastoral licences for some 30,000 acres (12,141 ha), and during the depression in 1842 set up a boiling-down works which realized a considerable sum of money. He then had 100,000 sheep in the Port Phillip District and each year extended his landholdings. In 1850, under the special survey clause of the Waste Lands Act, he successfully claimed 31,375 acres (12,697 ha) at 20s. an acre, and located it near Sunbury, twenty-five miles (40 km) from Melbourne. He next obtained the adjoining 31,000 acres (12,545 ha) under the Order-in-Council of 1847, both acquisitions displacing several pastoral licensees, and making a single property that stretched from Sunbury to the Sydney Road.

Known generally as 'Big' Clarke and 'Moneyed' Clarke, he was widely feared for his ruthless land hunger, but respected for consummate ability in pursuit of fortune. He never meddled with agriculture but stuck to the 'raising of sheep' as a 'better paying game', and to his great profit he introduced the Leicester breed of sheep into Australia. The gold rush further increased his prosperity; meat sales boomed; money received from his wool clips he lent at high interest to Australian import houses, and in time he acquired the reputation of being the wealthiest man in the country, this being regarded as a consequence of what his obituaries term 'parsimonious habits'.

Apart from visiting his mainland stations for shearing, Clarke lived in Tasmania until 1850 and in 1870 he made his home in Melbourne at Roseneath, Essendon. He represented Southern Province in the Victorian Legislative Council from the inauguration of responsible government in 1856 until 1870, except for two years, and was an active member though often absent through travel and ill health. With the years he put on weight and left much of his pastoral management to his sons, William and Joseph, while he gave more attention to money-lending, business investment and landed property in Melbourne. He was a director and

substantial shareholder in the Colonial Bank and had large interests in other banks and insurance companies. His health declined and in 1870 he became partially paralysed, but insisted on attending directors' meetings although it took four men to carry him to his carriage. He died at Roseneath on 13 January 1874, leaving an estate of some £2,500,000, besides approximately 215,000 acres (87,008 ha) of freehold throughout Australasia. He bequeathed £800 a year to his wife who lived apart from him, both in Tasmania and Victoria. Money also was left for a great-nephew in Tasmania. His properties in Victoria, worth about £1,500,000, went to his eldest son, William John (1831-1897). The second son, Thomas Bigges (1832-1878), was left out of the business affairs of the estate; his children were left £20,000 each and he received only the rich pastoral property of Quorn Hall and two farms in Tasmania. Joseph (1834-1895), the youngest son, inherited some 750,000 acres (303,518 ha) in South Australia, 50,000 (20,235ha) in New Zealand, 50,000 (20,235 ha) in Tasmania, and a large share of his father's business interests'.

See references; F. Clarke, *The Clarke Clan in Australia* (Melb, 1946); M. L. Kiddle, *Men of Yesterday* (Melb, 1961); C. H. Bertie, 'The Clarkes of Victoria', *Home* (Sydney), 1 Dec. 1931; W. J. T. Clarke, notes and letters (State Library of Victoria); correspondence file under W. J. T. Clarke (Archives Office of Tasmania).

Sands & McDougall Melbourne or Victorian Directories

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

D1904:

Little Bourke St

203 Cox, M. C. & Sons, poultry, poultry experts

203 Cree, J. S., & Co, patent medicine vendors

Cree, Mrs Jean, dressmaker

205 Reid, Samuel, boot and shoe maker

(207 Radam's Microbe Killer—Frey, A. O. B.)

D1893

Little Bourke St

205 Eyton, Thos., saddlers' ironmonger

(207 Atherton, Frederick, plumber and gasfitter

D1880

Lt Bourke

95 & 95.1/2 Eyton, Thomas, saddlers' ironmonger and manufacturer

(97 Solomon, Mrs H, draper

(99 Jennings, James, spectacle maker

D1875

97 Eyeton, T wholesale saddle manuf.

Edwards, FW draper;

(99 Jennings, James spectacle maker, etc.

Municipal rate records

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

Rate Books: VPRS 5780 Microfiche

Queen Street 203-205 – City of Melbourne – Bourke Ward

1870 1054 Morris & McMurray W J Clarke 95 Bk. shop 5 rms. Cellar & stable 120

1055 R Gallerby W J Clarke 95 ½ Bk. shop 3 rms. 60 1869 No listing

Relevant thematic history extract

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

Context 2010, draft:

'5.4 DEVELOPING A RETAIL CENTRE

As an important port city Melbourne developed early as a centre of trade. Several markets were established, where provisions could also be purchased more cheaply including Eastern Market (1847, demolished 1960), Western Market, and the hay and corn market (on the site of St Paul's Cathedral), the pig market in Parkville, and the Melbourne Fishmarket in Flinders Street (demolished 1960s). The wealth and economic activity generated by gold in the 1850s opened up new markets for a range of goods and commodities. New stores opened and a number of shopping arcades were built, which were the precursor to the modern suburban shopping malls. These provided a range of specialty stores, photographers' studios, and fashionable tearooms....'

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained and enhanced by the confirmation of the historical background of the building and its high relative integrity to any other similarly aged shop and dwelling the central City.

Selected Capital City Zone shops and dwellings of the 1860s-1870s:

Street Number Name Date

- Exhibition Street 159-161 1865c
- Bourke Street 565-569 1869
- Elizabeth Street 215-217 Knight's shops and dwellings, later Hood and Co and Edinburgh Chambers 1869-1870
- Bourke Street 35-37 Bourke St. East Post Office, former 1872
- Little Lonsdale Street 470 1873

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 203-205 Queen Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **D** on an A-F individual building scale and a streetscape level of 3 (scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 203-205 Queen Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay¹⁸⁴. The building at 203-205 Queen Street was not assessed in this review.

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

No citation provided.

Other heritage listings

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

¹⁸⁴ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Grant's factory-warehouse, 217-219 Queen Street, Melbourne 3000



Figure 362 217-219 Queen Street, upper level



Figure 364 217-219 Queen Street, ground level, with stone pedestals to piers



Figure 363 217-219 Queen Street, rear

Historical associations with persons or events

Creation or major development date: 1904

Major owners or occupiers: Grant, Alexander

Designer(s): Gibbs & Finlay

Builder(s): Wright, James SG

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985¹⁸⁵: A,B,C,D,E,F): **C 3**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993¹⁸⁶: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985¹⁸⁷: A,B,C,D,E): **B**

MCC Place Value Definition 2011:

¹⁸⁵ Referenced in the Melbourne Planning Scheme clause 22.04

¹⁸⁶ Referenced in the Melbourne Planning Scheme clause 22.04

¹⁸⁷ Referenced in the Melbourne Planning Scheme clause 22.04

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

This three storey factory-warehouse was constructed by James SG Wright in 1904 for the estate of well known Melbourne solicitor Alexander Grant to the design of architects, Gibbs & Finlay. Grant died just before the application was lodged with his son Frederick E Grant, also a solicitor, taking over the project. The first occupant was Paul C Grosser, a lithographic printer, who leased the brick factory at £135 per annum.

Gibbs & Finlay also designed the notable Druid House, Swanston Street, and neo-Grec styled National Bank of Australasia Bank branches in the 1920s.

The building is an unusual example of the relatively small catalogue of works ornamented with Art Nouveau detailing within Melbourne's Capital City Zone. The building also recalls the local tall-arched American Romanesque style buildings such as, the Ball and & Welch building, (1906-) by the Tompkins brothers.

Below a cemented cornice at the top of the façade, semicircular cemented and ornamented arcading is carried on giant order red brick piers, with Romanesque cushion capitals and Art Nouveau influenced whip-lash motifs in the arcade spandrels. Below the first floor string mould are tiled panels and cemented tendril devices while spandrel panels at the first floor and at the arches are decorated with floral stalks and undulating wave motifs. Above a pronounced cornice, a profusion of leaves, buds other plant motifs, abstracted from the natural world feature within a large scrolled parapet. This building is distinguished from similar designs by the extent and vigour of its ornament. The building is an uncommon and distinctive example of Art Nouveau ornament within Melbourne's Capital City Zone.

The rear lane elevation is well-preserved in a tall-arched red brick form with catheads above each arch but the building has been modified at ground floor level (new shopfronts) although stone pedestals survive either side of the central entry.

These support the giant red brick piers of the façade above, with their carved dado mouldings, panelling and quarry faced plinths with tooled margins. The upper storeys are largely intact to their original state.

The Traegerwellblech corrugated iron vaulted fire-proof roofing to the ground level main chamber is of special interest. Developed in Melbourne from the 1880s, this form of construction is now rare in the Capital City Zone.

How is it significant?

Grant's warehouse is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

Grant's warehouse is of aesthetic and historical significance as an unusually ornate well-preserved example of the noted American Romanesque revival warehouse style and one of the relatively small body of Art Nouveau ornamented architecture within Melbourne's Capital City Zone. The building is of historical interest for possessing a rare if late example of the Traegerwellblech corrugated iron vaulted fire-proofing.

Recommendations

This report recommends that:

- the building and associated land at 217-219 Queen Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control should apply in the Schedule to the Heritage Overlay as Clause 43.01¹⁸⁸.
- Investigate the application of interior control in the Schedule to the Heritage Overlay as Clause 43.01¹⁸⁹.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

¹⁸⁸ Interiors and trees have not been assessed unless cited otherwise in the place description

¹⁸⁹ Interiors and trees have not been assessed unless cited otherwise in the place description

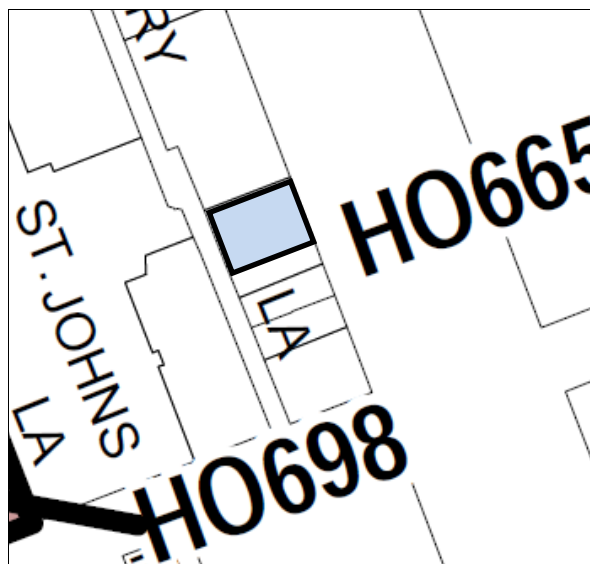


Figure 365 proposed heritage overlay

Interior elements

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

Interior elements include:

The Traegerwellblech corrugated iron vaulted fire-proof roofing to the ground level main chamber.

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Council and the Victorian Public Records Office.

Historic Buildings Preservation Council

Keith and John Reid, CBD Study Area 7 Historic Buildings Preservation Council, 1976: page 167 cites rate books compares with 115-117 Elizabeth Street for ornament; not recommended to Historic Buildings Register

i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include elaborate/high standard design of cement rendered surfaces; unusually florid plant ornamentation. Alterations / Recommendations: New awning (sympathetic), air units added (inappropriate - remove or reinstate sympathetic alternative), new shopfronts and shutter (inappropriate - reinstate original design or sympathetic alternative), upper signs new (inappropriate).

Building Permit Application

Building Permit Application 15/9/1904 fee £2/2/

RAIA 20th Century Architecture Register:

- 1923 Gibbs & Finlay National Bank of Australasia Bank 76 High Street Mansfield
- 1925 Gibbs Finlay & Morsby National Bank of Australasia Bank 183 Manifold Street Camperdown

Australian Architecture Index

Gibbs & Finlay.

- Butter factory, Melbourne. C. Taysom, Kerang, Building 12.12.1911, p 90
- Brick factory in Latrobe St., Melbourne. Swanson Bros., Melbourne. Building 12.1.1911, p 92
- Druid's Hall, Swanston St, Melb. in advert for metal windows. Royal Victorian Institute of Architects Journal Nov 1929 p xlii
- First prize in a competition for the extension of the National Mutual Insurance Building, at the corner of Queen and Collins Streets. Design notable for its strength in planning. Building 12.8.1911, p 25
- 1918 Recently designed extensive additions to the National Mutual Life Assoc. Buildings in Queen St, Melbourne Royal Victorian Institute of Architects Journal May 1918, p 44
- Extensive brick stores, factory and stables are to be erected by builder J. S. G. Wright, in Little Collins Street East. Building 12.12.1911, p 64
- Warehouse at 138 Queen Street, Melbourne. Lockington and Sinclair, North Carlton. Building 12.1.1911, p 92

'The Argus':

(Wednesday 12 August 1903

Death and obit of Alexander Grant, solicitor of Hawthorn

The announcement of the death of Mr Alexander Grant in his 71st year, which took place yesterday at his residence, 'Roslyn, Power-street Hawthorn, will be recalled with sincere regret by his many friends, who held him in high esteem for his excellent qualities of mind and heart His illness was of brief duration, the immediate cause of his death being pneumonia, supervening on an attack of influenza He sailed from Glasgow by the ship Sir William Molesworth on October 11, 1802, and, after an eventful voyage, arrived at Melbourne on March 15 in the following year Among his fellow passengers who survive are Captain Archibald Currie, Messrs Alexander Dick Matthew Glassford, William Calder, and John M Barr, who celebrated, on March 16 last, the jubilee of then arriving in Victoria by a dinner at the Vienna Café. Mr Grant followed his profession as a solicitor in Melbourne since 1884, and from 1866 to 1871 he was a member of the Fitzroy Borough Council, and Mayor of the borough in 1870-1871, his retirement from office being the occasion of the presentation to him of an illuminated address Mrs Grant predeceased her husband, and there are three daughters and two sons, Mr F E Grant having been associated with his father as a solicitor The funeral will take place tomorrow, at the Boroondara Cemetery'

2/2/1903: The Friends of the late Mrs. ELIZABETH GRANT, relict of the late Alexander Grant, are respectfully limited to follow her remains to the place of interment, in the Melbourne Genera Cemetery.

Australia Death Index, 1787-1985

- Name: Alexr Grant
- Death Place: Hawthorn, Victoria
- Age: 70
- Father's Name: Grant David
- Mother's Name: Anderson
- Registration Year: 1903
- Registration Place: Victoria
- Registration Number: 9902)

Sands & McDougall Melbourne or Victorian Directories

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

D1915, 1920 (217-219) Munro H & Co, hardware merchants and importers

D1910 Grosser, Paul C lithographic printer

D1905 vacant

(D1904 115-117 William Street Ground floor—No 2 Entrance . 3-6 Grant, Alexander, & Son, solicitors.)

(D1893: Grant, Alexander, & Son (Grant, A.; Grant, F. E.); solicitors, St. James'-bldgs, 125 William-St)

Municipal rate records

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

Valuation books, Bourke Ward:

- VB1903,2020 Wing Lee occupier, Alex Grant owner, 219 Queen St: brick store 4 rooms 16'x60' £26;
- VB1904, 2003, Theresa Callaghan land 15x60' and Alex Grant brick store 4 rooms 16x60' crossed out to FE Grant, new building' £135;
- VB1905, 2006, Paul Grosser, FE Grant, brick factory 4f(lats), 31'x60' £135

Relevant thematic history extract

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

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

STATEMENT OF SIGNIFICANCE (PART)

Other elements of the city fabric reflect the hiatus of the 1890s depression, followed by tentative developments from 1905 to 1910 when an austere version of the American Romanesque prevailed as the major commercial architectural expression, most noticeable in the warehouses and emporia of Flinders Street and Flinders Lane.

Lewis: 81

4.8 BOOM AND BUST

BUILDING

The use of corrugated iron for purportedly fireproof flooring systems dates from 1848, but was uncommon in Australia before the 1880s. However, in 1877 there was developed, apparently in Germany, a form of corrugated iron known as Traegerwellblech.

Traegerwellblech was a deep corrugated iron designed to carry substantial loading, with the corrugations at least as deep as they were wide, as compared with conventional ratio of about 19 to 95 mm. It could be used in partitions and in roofs of 'parabolic' (probably segmental) section, and was especially well adapted for curving into flat arches between the girders of fireproof floors, as a substitute for brick or concrete arches. It was first tested in Melbourne in 1881, using arched sheets of 4, 2.5 and 2 inch (102, 63 and 51 mm) corrugations, 183 and this may have been the same occasion as that when it was subjected to 'severe tests' before being adopted for the ceilings of the Freehold Investment and Banking Company.

Traegerwellblech was praised in a paper read to the Royal Society of Victoria in 1883 by a local engineer, P. Behrendt, who was in due course engineer for the Melbourne Storage Company building in Lonsdale Street. By 1886 Traegerwellblech had been used for fireproof floors in the City of Melbourne Bank, the Alexandra Theatre (now Her Majesty's), the Hibernian Hall (now Storey Hall, RMIT), and several 'large buildings' in Collins Street. It is very difficult to say how many examples of Traegerwellblech construction may survive. Some survives in the Princess Theatre, and is the only reported example actually branded as Traegerwellblech. It is likely that some survives in Her Majesty's Theatre, though this has not been reported, and the balconies of the Rialto building are supported on corrugated iron which appears to be Traegerwellblech — though it is not named in the architect's drawing — carrying coke breeze concrete. Both Flinders Street Station and the Railways Administration building in Spencer Street have a vaulted flooring system throughout which is almost certainly Traegerwellblech..'

Lewis: 84

4.9 BOOM AND BUST

ARCHITECTURE AND STREETScape

'It was during the next few years that American stylistic influence became important, for the Depression saw the rise of the American Romanesque — a style less prominent in Sydney, and almost unknown in some other Australian capitals... The other was a simpler style evolved by the Chicago architects Adler and Sullivan as a treatment for blocky multi-storey city buildings, with semicircular arcading at or near the top of the façade, carried on giant order piers — meaning piers rising through a number of storeys of the façade... Henceforward an austere red brick version of the American Romanesque style was widely adopted in Melbourne, and was to prove ideally suited to city warehouses and clothing factories. The first local designers to specialise in it were H.W.F.B. Tompkins.'

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained and enhanced in the light of the 1993 and 2002 reviews and the Traegerwellblech arching.

Selected warehouses of the Edwardian-era in the Capital City Zone:

STREET NUMBER NAME Date ARCHITECT

- Flinders Lane 167-173 1901 King, R M & Stainsley
- Bourke Street 288-292 Sutton Pty Ltd, former 1902 Unknown
- Flinders Lane 145-149 Metcalfe Building 1902 Tompkins, H W & F B
- Bourke Street 561-563 Abrahams, Former Gollin Building 1902 D'Ebro, Charles
- Little Lonsdale Street 194-196 Collie, R & Co warehouse 1903 Pearson, RH

- Little Bourke Street 107-109 Shops & Residences 1903-4 Barnett, Nahum
- Queen Street 217-219 Grant's warehouse 1904 Gibbs & Finlay
- Little Lonsdale Street 198-200 Cavanagh's or Tucker & Co's warehouse 1904-1905 Burke, J E
- Flinders Lane 277-279 Tomasetti Building, former Desgraves Mill 1905 Hyndman & Bates
- Little Bourke Street 609-623 Eliza Tinsley Machinery Store, former 1905c
- Little Lonsdale Street 202 1905c Burke, J E
- Patrick Street 22-26 1905c
- Bourke Street 640-652 Eliza Tinsley Building, former 1905c
- Lonsdale Street 115 Blakely & Co. Warehouse 1905c ?
- A'Beckett Street 104 Henry Box & Son Company offices and warehouse 1906 Wight, Gerald
- Flinders Lane 189-195 1906 Tompkins, H W & F B
- Little Bourke Street 93-97 Tye & Company Furniture Warehouse (facade) 1907 Stapley, Frank
- Flinders Street 292-298 Roche Tompsitt Building, former 1908
- Flinders Lane 341-347 Reid House (rear) 1909 Bates Peebles & Smart
- Flinders Lane 308 1909 ? Barnett, Nahum?

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 217-219 Queen Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3 (scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 217-219 Queen Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital

City Zone but outside of the heritage overlay¹⁹⁰. The building at 217-219 Queen Street was assessed in this review and graded **C** on an A-E individual building scale.

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

History and Description

The Queen Street newsagency was constructed in 1906-7 [Reid] as a three storey retail establishment [Butler]. The designer and builder are not known. The first occupant was Paul C Grosser, a lithographic printer.

It is an unusual example of the relatively small catalogue of works in the Art Nouveau style within Melbourne's CBD. The building recalls local buildings such as, the Ball and & Welch building, (1906, since altered) by Tompkins & Tompkins. The building has been modified extensively at ground floor level but the upper storeys are largely intact to their original state with arches on pilasters rising through the upper two stories of the building. Formally, the building recalls the American Romanesque with semicircular arcading near the top of the facade carried on giant order piers. This building is distinguished from similar designs by the extent and vigour of its ornament. A beam above the ground floor is decorated with tendril devices while spandrel panels at the first floor and above the arches are decorated with floral stalks and undulating wave motifs. Above a pronounced cornice, a profusion of leaves, buds other devices, abstracted from the natural world feature within a large scrolled parapet.

The building has been painted which has obscured its red brick character but it remains nonetheless, an uncommon and distinctive example of the Art Nouveau within Melbourne's CBD. It is understood that extensive restoration works have been undertaken on this site in the very recent past which may influence the condition assessment on the previous page.

Statement of Significance

The Queen Street newsagency is of aesthetic significance at a local level as an unusually ornate example from the relatively small body of Art Nouveau architecture within Melbourne's CBD.

Footnotes:

Reid, 1980, CAD Study, p 167.

Butler, 1985, CAD Conservation Study, 217-219 Queen Street.

¹⁹⁰ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Other heritage listings

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

Royal Bank of Australia Ltd, later English Scottish & Australian Bank Ltd., 42-44 Russell Street, Melbourne 3000



Figure 366 42-44 Russell Street



Figure 368 42-44 Russell Street ground level



Figure 367 42-44 Russell Street in Flinders Lane context

Historical associations with persons or events

Creation or major development date: 1923-1924

Major owners or occupiers: Royal Bank of Australia Ltd. English Scottish & Australian Bank Ltd

Designer(s): Tompkins., H.W. & F.B.

Builder(s):

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985¹⁹¹: A,B,C,D,E,F): **D 2**

MCC Place Value Definition 1985:

Buildings are either reasonably intact representatives of particular periods or styles or they have been substantially altered but stand in a row or street which retains much of its original character

Building grading 1993 (Central Activities District Conservation Study 1993¹⁹²: A,B,C,D,E): **C**

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

¹⁹¹ Referenced in the Melbourne Planning Scheme clause 22.04

¹⁹² Referenced in the Melbourne Planning Scheme clause 22.04

Building grading level 2011 (Central Activities District Conservation Study 1985¹⁹³: A,B,C,D,E):
C

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

Richmond builder, Clements Langford constructed this 'new banking premises' for the Royal Bank of Victoria at an estimated cost of £14,000 from 1923. This project involved retention of the existing Russell Street ground floor banking chamber (to the extent of 5 window bays from Russell Street) to allow banking business to carry on throughout the construction phase and the addition of a separate bay on the east end of the site, with three added upper levels over all. The architects were the Tomkins Brothers who had been responsible for many significant commercial buildings in the Capital City Zone. 'The Argus' noted the construction of 'these modern premises' in 1923.

The first Royal Bank of Australia was established in 1840, with Benjamin Boyd as chairman of directors and subsequent general manager. Boyd used the company's finances to speculate on a number of projects which eventuated in the bank's failure in 1848. The bank re-emerged in the Colony during the late Victorian-era and survived the 1890s economic depression particularly well, taking over other banking premises in its expansion. By the Edwardian-era the number of accounts had increased about 250%, the profits 375%, and the deposits more than 200%, while the staff numbers had nearly doubled. The chairman of the board was the Hon. F. S. Grimwade, M.L.C., along with Mr. Charles Campbell of Cumming, Smith, and Co.

¹⁹³ Referenced in the Melbourne Planning Scheme clause 22.04

Proprietary Limited, as vice-chairman; the other directors were the Right Hon. Sir Samuel Gillott, M.L.A. Lord Mayor of Melbourne, and Mr. Randal J. Alcock of Messrs. James Service and Company. In short, these were some of the State's more distinguished persons.

This local bank however was not to last, with a takeover by the English, Scottish and Australian Charter Bank (ES&A) in 1927, soon after the construction of this branch. The ES&A had also acquired the London Bank of Australia Ltd. and the Commercial Bank of Tasmania Ltd. 1921. A merger with the Australian and New Zealand Bank Ltd. in 1969 created the Australia and New Zealand Banking Group Ltd.

The Russell Street Royal Bank branch was built in a modern Italian Palazzo form with arched ground level fenestration and deeply rusticated stone-like render on the podium; a giant Ionic order pilistrade on the intermediate part of the façade; and an attic level set below the main cornice, with balustraded parapet. The upper level walls were finely ruled as stone and moulded architraves applied around the steel-framed windows, each separated by a spandrel panel. Fine axed Harcourt granite formed the plinth to the ground floor and stout panelled door pairs (doors at 105mm thick) were fitted to the entry points in Russell Street (2) and Flinders Lane (1) while the banking chamber walls were also panelled. A cart dock or loading bay was located at the east end of the ground level. Terrazzo with a key-pattern border was used at the side entry and on the walls of stairwells, with granite steps to doorways.

The exterior has been changed in detail only at ground level (two new aluminium glazed doors), with unrelated signs applied at the upper level. The building is on the opposite corner to the significant American Romanesque revival style warehouse at 145 Flinders Lane.

How is it significant?

The Royal Bank of Australia is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

The Royal Bank of Australia is significant historically as the only surviving purpose-built bank erected in the Capital City Zone for one of the colony's own early banking companies. It subsequently served as a banking chamber, within what was then the financial centre of Victoria, for a long period to follow.

Architecturally the former bank is a well-preserved and good example of the Tomkins Brothers classical revival stylistic phase as

applied to the incorporation of an existing building into a major new project. The conservatism of the design also catered for the needs of a company reliant on a traditional architectural image.

Recommendations

This report recommends that:

- the building and associated land at 42-44 Russell Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01¹⁹⁴.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

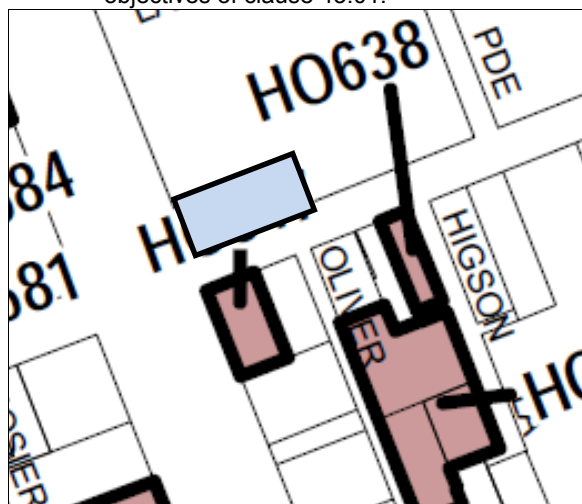


Figure 369 proposed heritage overlay (obscured on map)

Interior elements

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

Victorian Heritage Register

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

¹⁹⁴ Interiors and trees have not been assessed unless cited otherwise in the place description

Recommended for the Victorian Heritage Register? No.

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

i-Heritage

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Alterations / Recommendations: Colour (sympathetic) Other Comments: renovation of 19th century building (base?) . NE corner site Flinders Lane

Building Permit Application

Building Permit Application 16 May 1923 5170 £14,000 new banking premises

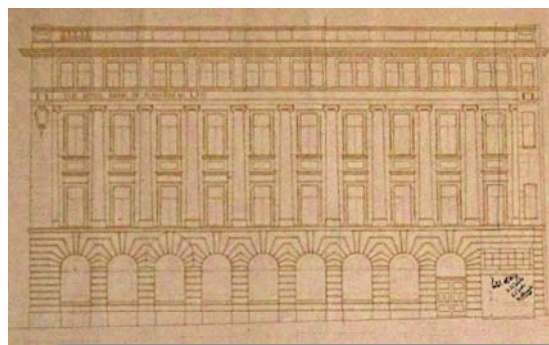


Figure 370 Building Permit Application south elevation 1923

Mahlstedt fire insurance plan series:

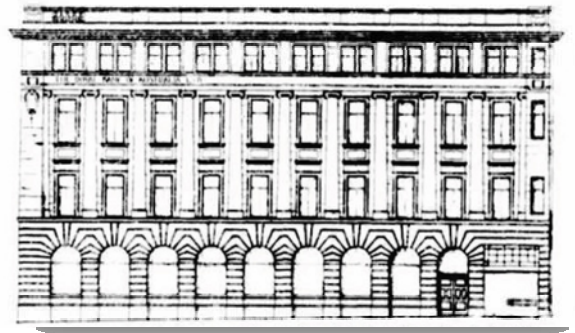
Mahlstedt & Gee fire insurance plan, 1888: Block 6 shows 2 storey Edwards Stoddart & Co tailors- lesser extent along Flinders lane to existing

Mahlstedt fire insurance plan c1910-1923 shows lesser extent, differing openings

Australian Architectural Index (AAI):

H.W. & F.B. Tompkins.

Royal Bank of Australia Ltd., cnr. Russell St. & Flinders Lane, Melbourne, Vic. (TSE) Urban Conservation Projects Survey of Architectural Drawings



Guide to Australian Business Records web site

<http://www.gabr.net.au/biogs/ABE0178b.htm>

Incorporated as the English, Scottish and Australian Charter Bank in 1852. Registered in London under the Companies Acts as The English Scottish and Australian Bank Ltd on August 9, 1893.

The bank acquired the business of the London Bank of Australia Ltd. as from January 1, 1921, and that of the Commercial Bank of Tasmania Ltd. as of March 1, 1921. On April 1, 1927, the bank acquired the business of the Royal Bank of Australia Limited.

In 1969, the company merged with the Australian and New Zealand Bank Ltd. to form Australia and New Zealand Banking Group Ltd.

Newspapers

'The Age'

15 December 1923

HT Wilson recently retired as general manager of the Royal Bank of Australia Ltd. entertained the all of the bank's staff at a theatre party...

'The Argus':

Friday 28 April 1922

ROYAL BANK.

CHAIRMAN'S ADDRESS.

Industrial Outlook.

Mr. R. J. Alcock, who presided at the general meeting of the Royal Bank yesterday, took occasion to refer at some length to the industrial and commercial outlook. In moving the adoption of the report and balance-sheet, ...

In Victoria great hopes of industrial development are entertained from the Morwell brown coal scheme, which is now well on the way, and which is expected to supply cheap electrical energy to a large area, making our factories independent. of . the caprices of New South Wales miners or shipping employees.'

Thursday 31 May 1923

'NEW ROYAL BANK CHAMBERS.

(elevation)

Figure 371 'The Argus': May 1923

Messrs. H. W. and F. B. Tompkins are the architects«, and G. G. Henderson Pty. Ltd. the agents, for these modern premises, to be erected at the corner of Russell street and Flinders lane for the Royal Bank of Australia Ltd. The side elevation fronting Flinders lane is shown. The building will be used for a branch of the bank and offices to be let to tenants.'

30 Nov 1923

'PERSONAL.

Mr H T Wilson, general manager of the Royal Bank of Australia Ltd since its foundation over 35 years ago is desirous of retiring from the position after more than 50 years spent in the banking business Mr Wilson recently returned from a holiday trip to England, and at the termination of his furlough will, with the directors' approval, retire from the service.'

Tuesday 1 March 1927

MONETARY AND MINING.

Regret will be felt in the City that another bank, identified with Victorian finance is to lose its individuality. On this occasion it is the Royal Bank, of Australia which for so many years has largely concentrated its business affairs in this State. It was founded in 1888, its paid up capital being £300 . The directors then were Messrs David Beath, Charles Campbell, FT Derham MLA, FS Grimwade, JA Kitchen, and C Smith MLA.

...at the very outset it was closely connected with some of the leading commercial houses in Victoria the first general manager being Mr H T Wilson ...

...the competition from the large banks having extensive interstate interests may be a factor which has influenced the directors in agreeing to the sale subject to the ratification of the shareholders...'

Other sources

William John Lawson - 1855, 'The history of banking' Smith, 'Cyclopedia of Victoria' : 190

Sands & McDougall Melbourne or Victorian Directories

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or

Victorian Directories dating from the 1850s to 1974.

D1930, 1935, 1939 (32-44) ES&A Bank Ltd

D1920, 1924 (42-44) Royal Bank branch

D1915 42 and 44 separate properties

D1904 293 Collins Street The Royal Bank of Aust Ltd—Wilson, H. T., manager

Municipal rate records

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

No search carried out.

Relevant thematic history extract

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

Context (draft 2010)

BANKING:

'There was recovery in the early twentieth century, and Melbourne underwent further development in its new role as the nation's capital. The Great Depression followed in the 1930s, which marked another period of decline. Nevertheless, during the long boom of the post-war period, the bulk of Australia's leading public companies had their headquarters in Melbourne. Melbourne remained the financial centre of Australia, a role it maintained until the late twentieth century.'

Lewis, Miles and others (1995) *Melbourne- the City's history and development* (part of extensive extracts): 85

4.9 BOOM AND BUST

ARCHITECTURE AND STREETScape

The first local designers to specialise in it (American Romanesque) were H.W. & F.B. Tompkins. Harry (Henry William) Tompkins had emigrated to Australia from South Africa in 1886, when he was 21, and presumably his more obscure brother Frank Beauchamp Tompkins arrived at or about the same time, for both are first recorded locally in 1891...We must turn back to the Tompkinses to see how the Beaux-Arts style became the standard for Melbourne commercial architecture until the 1930s. Harry Tompkins was elected a fellow of the Royal Victorian Institute of Architects in 1903, and in 1908 became the institute's honorary treasurer, but his more retiring brother became an associate only in 1912 and after that time ceases to be heard of as an individual. Not so Harry, who made a well-publicised trip to Europe and the United States, leaving Melbourne in March 1910, and returning at the end of the year full of enthusiasm

for things American, but critical of 'the slavish worship of old forms and the dilettantism of many of the English architects'.

'Despite these strong words, he was speaking of an America in which classicism had been revived and the Romanesque largely discredited. What Tompkins now developed was a classical style...

The Tompkinses won the competition for the Centreway Arcade in Collins Street in 1911, and this, together with the Myer building itself, the new Commercial Travellers Association building at 318-324 Flinders Street, of 1913, and then the Robert Denyer building in Swanston Street of 1914, represents the new phase of Edwardian Baroque/palazzo classicism in the Tompkins oeuvre. This was no doubt due to Tompkins' trip, and his consequent realisation that the Romanesque was now well and truly passé.

Harry Tompkins seems to have had a particular bond with Sidney Myer, whom he met on one of his regular buying trips in Melbourne for the Bendigo store, when Myer used to stay at the Victoria Hotel. ...Tompkins and Myer travelled together to the United States in about 1912-13, and it was then that they inspected the Emporium at San Francisco, which was to provide Myer with a model. ...'

Lewis: 105.

5.9 THE CITY BEAUTIFUL

ARCHITECTURE AND STREETScape

The corniced palazzo façade is more consistent with American commercial architecture, and indeed where something of the sort is used in Glasgow by Sir John Burnet, Service refers to American influence in the design. In the work of the Tompkinses the idea was continued after the Great War in works such as the Herald & Weekly Times, Flinders Street (1921) and London Stores at the corner of Bourke and Elizabeth Streets (1925)..'

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained and enhanced by recognition in the 1993 and 2002 reviews and further knowledge of its history as the product of a local banking company.

Selected Capital City Zone inter-war banks:

Street Number Name Date

- Collins Street 615-623 State Savings Bank of Victoria 1923-1924
- Queen Street 373-375 Bank of New South Wales (former) 1925c ?
- Elizabeth Street 351-357 Union Bank Chambers, later A.N.Z. Bank 1926-1927
- Collins Street 271-279 National Bank (rebuilt) 1927
- Swanston Street 219-225 E.S. & A. Bank, Former 1928
- Bourke Street 190-192 Bank of New South Wales, former 1929

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 42-44 Russell Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **D** on an A-F individual building scale and a streetscape level of 2 (scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 42-44 Russell Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay¹⁹⁵. The building at 42-44 Russell Street was assessed in this review and graded **C-D** on an A-E individual building scale.

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

No citation provided.

Other heritage listings

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

¹⁹⁵ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Union Hotel, later Tattersalls Hotel, 288-294 Russell Street, Melbourne 3000



Figure 372 288-294 Russell Street



Figure 373 288-294 Russell Street

Historical associations with persons or events

Creation or major development date: 1872

Major owners or occupiers: Quirk, Mrs Mary

Designer(s): Hennessy & Lalor

Builder(s): Lawson & Richards

Place evaluation

Building grading and streetscape level 1985
(Central Activities District Conservation Study 1985¹⁹⁶: A,B,C,D,E,F): **C 3**

¹⁹⁶ Referenced in the Melbourne Planning Scheme clause 22.04

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993¹⁹⁷: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985¹⁹⁸: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

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

Statement of Significance

What is significant?

This two-storey corner hotel was built by Lawson & Richards for Mrs Mary Quirk, wife of James Quirk Esq, to the design of architects Hennessy & Lalor who had called tenders in 1872 for the erection of hotel and 2 shops, at the Russell & Little Lonsdale Streets corner.

Previously James Quirk's Exhibition Hotel, with bar and 14 rooms, was on the site and run by a Thomas Amies, among others. Other hotels on this corner included the Old Ship Inn in the 1850s with licensees Patrick King and G Say.

Quirk's new hotel was smaller than the last and on a smaller allotment, with bar, cellar and 9

¹⁹⁷ Referenced in the Melbourne Planning Scheme clause 22.04

¹⁹⁸ Referenced in the Melbourne Planning Scheme clause 22.04

rooms; it was also one of three Union Hotels in the City. Occupiers of the shop attached on the north included William Money a tailor, Alex Bissett bootmaker, Lambert Lorbach and more recently the successful Levingstons Poster Advertising Company.

James Quirk was prominent in Port Phillip society, as club and investment company member, and an early land holder in the City. Mary Quirk continued her husband's role as a property investor until her death in 1883, aged 56. Her estate continued to manage this hotel into the 1890s.

Licensees included Oliver Smith, Hans Gerdson, Ann Green, Michael Purcell, Edward Balke, Bridget McManus, John & Mary Gerner, Harriett Bricknell, and Mary Murphy. Among the more colourful personalities linked with the hotel included the Orr family in the 1930s. Mr. Orr was president of the Hotelkeepers' Association of Victoria at that time while Mrs Orr was declared a hero for saving a man from a burning bed as well as being involved with a mysterious shooting that led to a Royal Commission. The hotel building served as offices in later years.

This two-storey rendered and face brick hotel is in the Italian Renaissance Revival style with applied Ionic order trabeation over arched fenestration. The building has the traditional splayed corner former bar entry, double-hung sash window openings, moulded architraves, impost moulds and cornices at first and parapet levels, and a moulded cement chimney is visible above the parapet. The east wall facing the lane is plain and of face brick (painted since), with three courses of quarry-faced basalt as a plinth.

Openings have been closed-in on the east lane elevation and a two-storey addition made to the north-east corner of the building. Segmental arched openings have been added at the bar and the small shop in Little Lonsdale Street while an arched window opening and wall panel between the pilasters has been removed to create a lobby entrance for office use; another window has its sill dropped to plinth level. Three aluminium shopfronts have been introduced on the Russell Street façade, the corner bar entry changed and the remaining bar window sill facing Russell Street dropped to plinth level.

The hotel relates to the 3 storey Victorian-era pair on the north.

How is it significant?

The Union Hotel is significant historically, socially and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

The Union Hotel is significant historically and socially for its extended use as a public gathering place on a hotel site that goes back to pre gold-rush times. It is associated with the James Quirk family, as locally prominent investors of the time.

Aesthetically the hotel facade is an early combination of trabeation applied to an arcuated Italian Renaissance Revival facade which retains only a fair integrity at ground level and excellent upper-level integrity to its creation date.

Recommendations

This report recommends that:

- the building and associated land at 288-294 Russell Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01¹⁹⁹.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.



Figure 374 proposed heritage overlay

Interior elements

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

¹⁹⁹ Interiors and trees have not been assessed unless cited otherwise in the place description

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council

Daryl Jackson Evan Walker Architects Pty. Ltd 1976 for Historic Buildings Preservation Council; Melbourne: the area bounded by Victoria, Spring, Lonsdale and Swanston Sts.. (77): 67,

i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Air units added, shopfronts new (both inappropriate), awning added and illuminated signs new (both inappropriate - remove or reinstate sympathetic alternative), bricks painted - side (inappropriate - remove by approved method), openings new - ground (inappropriate - reinstate original design or sympathetic alternative).

Other Comments Owner: Mrs Quirk (2); V1, p.166 (1870) shown as is; (?) M1856 shows "Old Ship Inn", subdivision of building differs.

Panoramas and plans

Melbourne Roll Plan 12 (1856), NE corner site 168 Lt Lonsdale St

AC Cooke Melbourne panorama 1871, State Library of Victoria collection: similar (earlier?) building shown

Mahlstedt fire insurance plan series:

Mahlstedt fire insurance plan c1910-1923 (MUA): Union Hotel, bar at corner 288 kitchen and entry hallway on south side, entry hall at 292, 294 shop Mrs L Hogg fruit shop

Building Permit Application

MCC Building Permit Application 1872, 4865

Australian Architectural Index (AAI):

Hennessy & Lalor

Tenders wanted - erection of hostel and 2 shops, Russell & Little Lonsdale Sts. for Mrs Quirk.

Argus 8.5.1872, p 3

'Onmydoorstep' web site:

Cites Victorian heritage Inventory:

1850 map shows hotel on this site. 1855 map - "Old Ship Inn", licensees at this time Patrick King and G Say. Building extended 1856. In 1867 "New Exhibition", James Quirk owner. 1873 hotel remodelled, owner Mrs Quirk, now "Union Hotel" 1880 Panorama shows 2 storey hotel extending around corner to Lonsdale Street. 1905 - 2 storeys, Union Hotel. Archaeological Potential: Extant bldg Fabric, Site

(<http://www.onmydoorstep.com.au/heritage-listing/9034/288-294-russell-street>)

State Library of Victoria collection: Cole Collection

HOTEL UNION, LOCATION RUSSELL ST:
SMITH, OLIVER, Date 1873 Vol 1, Pg 173
GERDSON, HANS P Date 1877 Vol 1, Pg 173
GREEN, ANN H Date 1878 Vol 1, Pg 173
PURCELL, MICHAEL Date 1881 Vol 1, Pg 173
BLAKE, EDWARD Date 1884 Vol 1, Pg 173
McMANUS, BRIDGET. Mrs Date 1892 Vol 1, Pg 173
GERNER, JOHN F Date 1894 Vol 1, Pg 173
GERNER, MARY E, Mrs Date 1895 Vol 1, Pg 173
BICKNELL, HARRIET Mrs Date 1897 Vol 1, Pg 173a
MURPHY, MARY JANE, Mrs Date 1898 Vol 1, Pg 173a
HAYDON, A M Date AUG 1920 Vol 1, Pg 173a
McINTOSH, A M Date AUG 1922/23 Vol 1, Pg 173a
ORR, CHAS Date AUG 1927 Vol 1, Pg 173a
PEERS, ALICE MAY Date AUG 1927 Vol 1, Pg 173a

Australia Death Index, 1787-1985

Name: James Quirk
Death Place: Victoria
Age: 65
Father's name: Thomas
Mother's name: Honora Mawe
Registration Year: 1867
Registration Place: Victoria
Registration Number: 6155
Australia Marriage Index, 1788-1949
About Mary Lyons
Name: Mary Lyons
Spouse Name: James Quirk
Marriage Place: Victoria
Registration Place: Victoria
Registration Year: 1845

Heritage Assessment of 288-294 Russell Street, Melbourne

Registration Number: 208

Probate: Quirk

VPRO : Probate Mary Quirk d 4 Mar 1883:

Series number: VPRS 28

Consignment number: P0002

Unit number: 238

'The Argus':

Tuesday 14 November 1848, James Quirk on voters roll 'SIR,-We the undersigned, Burgesses of LaTrobe Ward.'

Monday 2 February 1852 James Quirk on voters roll LaTrobe Ward

15 Feb 1855: WANTED, a House Repaired by contract. Apply to James Quirk, 69 Flinders-lane

Saturday 1 March 1856: VICTORIA INSURANCE COMPANY Public notice is hereby given that the Annual General Meeting, Quirk stands as director..

Monday 17 June 1867 Death

QUIRK.-On the 16th Inst, at his residence, Carlton House, Melbourne, James Quirk, Esq., aged sixty five

Tuesday 18 June 1867

' ST. PATRICK'S SOCIETY.- Members are respectfully requested to attend the funeral of the late JAMES QUIRK, Esq.

The procession to move from St. Francis's Cathedral, THIS DAY (Tuesday), at 11 o'clock, to the General Cemetery.

The secretary will be in attendance with the society's funeral regalia.

JOSEPH ROWAN, Secretary.

THE Friends of the late JAMES QUIRK, Esq., are respectfully invited to follow his remains to the place of interment.

The funeral cortege to move from his late residence, Carlton-house. Rathdowne-street, Carlton, THIS (Tuesday) MORNING, 18th Inst., at 9 o'clock, to St. Francis's Cathedral, and immediately after the solemn requiem mass (which will commence at 10 o'clock) will proceed to the Melbourne General Cemetery.

JOHN DALEY, undertaker, Latrobe and Spring streets, Melbourne.'

Thursday 18 July 1867

QUIRK -On the 10th inst, at Carlton house, Rathdowne street, Carlton, Mrs James Quirk of a son.

24 Feb 1873:

MARRIAGE.

NICHOLS-QUIRK.-On the 20th inst., at St. Patrick's

Cathedral, by the Rev. P. O'Sullivan, Arthur Nichols, Esq., of the Commercial Bank, Melbourne, to Mary Quirk, daughter of the late James Quirk, Esq.

Wednesday 14 January 1874

' At the City Court yesterday, the following hotelkeepers were fined 10s. each for selling liquor to persons other than lodgers on Sunday last-Michael McNamara, Buck's Head Hotel, Little Lonsdale-street ; Edward Mulcahy, Racing Club Hotel, Little Bourke street ; Charles Smith, Union Hotel, corner of Russell and Little Lonsdale streets and Wm. Trehay, Kilmore Hotel, Little Lonsdale-street.'

Friday 17 December 1875 and Thursday 22 March 1876 Tuesday 5 June 1877: Mary Quirk notice on rent collection, part of various property entries

Tuesday 6 March 1883 and later death notices MQ ' MARY QUIRK requiem mass will be celebrated at St Georges Church Carlton,..'

Saturday 7 April 1883: JAMES ROBERT CAREY QUIRK- probate declaration for Mary Quirk deceased.

22 July 1930

GAS RELEASED IN BAR,

Incident at Football Ground.

During the half-time interval at the Carlton-Geelong football match, played at the Carlton ground on Saturday, a quantity of foul-smelling gas was released in the bar not the old members' pavilion. The occupants left immediately. The licensee of Tattersall's Hotel Russell street (Mr. Charles Orr), who also holds the licence for the Carlton ground, believes that the gas was released deliberately.

Mr. Orr is president of the Hotelkeepers' Association of Victoria, an organisation which was recently formed by hotel keepers who sell Richmond beer.

Thursday 19 July 1934

WOMAN'S HEROISM

DRAGGED MAN FROM HIS

BURNING BED

Blazing Pillow Falls on Police

Awakened from her sleep by the smell of something burning at 3 a.m. on Wednesday Mrs. M. Orr, licensee of Tattersalls Hotel, Russell street, ran up a flight of stairs to find that the bed occupied by Mr. George, McDonald, a boarder, was on fire. . Placing a towel over her face, Mrs. Orr managed to reach the bed on which Mr. McDonald was lying unconscious in a state of suffocation. Opening the window, Mrs. Orr flung a pillow which had burst into flames out into the street. It fell on the head of two constables who were passing. They responded to her shouts, but by the time they reached the room Mrs. Orr had half-lifted and half-dragged the unconscious man to safety.

When the flames, which ignited the curtains, had been suppressed, a doctor was summoned. For more than an hour he fought to save the life of Mr. McDonald. But for the prompt action by Mrs. Orr Mr. McDonald, the, doctor said, would have been suffocated...'

The fire commenced as a result of Mr. McDonald falling asleep and dropping a lighted cigarette on the bedclothes.

Heritage Assessment of 288-294 Russell Street, Melbourne

Friday 12 June 1936

SIR T. BLAMEY GIVES EVIDENCE

CONFLICTING REPORTS ON

SHOOTING EXPLAINED...

explanation of conflicting reports issued by the police after the shooting of the chief of the Criminal investigation Branch (Superintendent J. O'C. Brophy at Royal Park on May 22 was made by the Chief Commissioner of Police (Sir Thomas Blamey) in evidence yesterday before Judge Macindoe, sitting as a Royal Commission.

Sir Thomas Blamey, who was in the witness-box for four hours, admitted that he had purposely evaded the questions of newspaper reporters, and also that in his official report to the Chief Secretary (Brigadier Bouchier) he had omitted reference to the two women who were with Superintendent Brophy when he was shot.

'One of these women, Mrs. Madeline Orr, licensee of Tattersall Hotel, Russell street, began her evidence late in the afternoon. She confirmed Superintendent Brophy's story of the events of the night, and said that, acting under his instructions, she had not reported the shooting...'

Thursday 29 April 1937

'MOVEMENT IN PROPERTY

Tile sale was completed yesterday of the freehold, furniture, and possession of Tattersall Hotel, on the corner of Russell and Little Lonsdale streets. The hotel is a two-story building on land 51ft. to Russell street by a depth of 70ft. 4in. The property was submitted at auction in March, when it was passed in for sale by private treaty after £12,000 had been offered. It has now been sold privately, on account of Mrs. M. G. Orr, to an investor, by the auctioneer, Mr. W. D. Sampson, of Collins street.'

Monday 20 March 1939

'LICENSEE FINED

False Liquor Brands

Fines totalling £45, with £11/9/ costs, were imposed by Mr Freeman, PM. In the City Court on Harold W Weibye, licensee of Tattersall Hotel Russell street, city, on charges of having sold adulterated whisky, and having had for sale gin and whisky bearing false trade descriptions. ...'

Advertising Institute of Australia web site gallery:

Image with 'Speakers at a seminar Sept/Oct 1974 (L to R) David Trengove (Hyde Trengove), Frank Slater (Featured Theatre Ads), Barry Levingston (Levingston Posters), Judy Willing, Geoff McComas (3DB), Pat Quirke (HSV7), Peter Thomas (Age), Pat McDonnell.'

Sands & McDougall Melbourne or Victorian Directories

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or

Victorian Directories dating from the 1850s to 1974.

D1880 .

Union hotel, Green, Ann H.

188 Money, William, tailor

(Bissett, Alexander, bootmaker)

D1893 288 Union hotel- McManus, Mrs B.

294 Bissett, Alexander, bootmaker

(298 de Beer, Monte, & Co, cigar manufacturers

D1904 288-292 Union hotel—Murphy. Mrs Mary J.

294 Lorbach, Lambert, tailor

D1939 Tattersalls Hotel - Mrs M Welbie.

Levingstons Poster Advertising Co.

D1944-5 Tattersalls Hotel - W Khyat

Levingstons Poster Advertising Co.

D1955 Tattersalls Hotel,

Levingstons Poster Advertising Co.

Municipal rate records

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

VPRS

Russell Street 288-294 – Gipps Ward – City of Melbourne

Date Rate no Occupier Owner Description nav

- 1895 1668 Alexander Bissett Mrs Quirk executor 294 Bk. Shop, 4, 13 x 66 38; 1669 A Geason? 288, Bk. Hotel, Union, 16, 37 x 66 190
- 1889 1735 Edward Blake Mrs Quirk executor Bk. Hotel, Union, 200
- 1885 1775 Edward Blake Mrs Quirk executor Bk. Hotel, Union 10 rms. 24 x 66 160
- 1880 1848 Mrs Green Mrs Quirk Bk. Hotel, Union 10 rms. 24 x 66 180
- 1875 1846 George Smith Mrs Quirk Bk. Hotel 9 rms. 24 x 66 180
- 1873 1856 Smith Mrs Quirk Bk. Hotel bar cellar 9 rms. 24 x 66 220
- 1872 1855 T Amies Mrs Quirk Bk. hotel bar 14 rms. 52 x 66 200
- 1871 1866 T Amies Quirk Bk. bar and 14 rms. 22 x 66 200
- 1870 1790 Thomas Amies Execs. Quirk Exhibition Hotel, bar 14 rms. Bk. 200
- 1865 1849 Gerald Fitzgerald Eagar James Quirk 50 x 60 Bk. Hotel, bar and 14 rms. 170

Relevant thematic history extract

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

Lewis, Miles and others (1995) *Melbourne- the City's history and development* 61

4.2 BOOM AND BUST

SOCIAL DEVELOPMENT

Central Melbourne was still to a significant extent a residential area, and it was occupied largely with terraces, lodging houses and medium density accommodation, whose inhabitants occupied much of their leisure outside the home. The hotels, which were very numerous and mostly very small, played a much greater role in social life than they were to do in the twentieth century.'

Comparative examples

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

Selected Capital City Zone hotels in the 1860s-1870s:

Street Number Name Date

- King Street 99 Browns Hotel (former) 1867??
- Bank Place 1-3 Mitre Tavern 1868 Russell Street 288-294 Union, later Tattersalls Hotel 1872

• Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 288-294 Russell Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 288-294 Russell Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay²⁰⁰. The building at 288-294 Russell Street was assessed in this review and graded **B-C** on an A-E individual building scale.

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

No citation provided.

Other heritage listings

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

²⁰⁰ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Sir Charles Hotham Hotel, 2-8
Spencer Street, Melbourne 3000**



Figure 375 2-8 Spencer Street



Figure 377 2-8 Spencer Street, significant ground level entry and archway



Figure 376 2-8 Spencer Street, tower



Figure 378 2-8 Spencer Street, corner

Historical associations with persons or events

Creation or major development date: 1913

Major owners or occupiers: Hall, Jane

Designer(s): Pitt, William

Builder(s): Langford, Clements

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985²⁰¹: A,B,C,D,E,F): **B 2**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993²⁰²: A,B,C,D,E): **B**

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

Building grading level 2011 (Central Activities District Conservation Study 1985²⁰³: A,B,C,D,E): **B**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

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

Statement of Significance

What is significant?

From 1855 the Charles Hotham Hotel, in different forms, has graced this corner. With increasing room numbers over the latter part of the 19th Century, the three-storey building commanded

²⁰¹ Referenced in the Melbourne Planning Scheme clause 22.04

²⁰² Referenced in the Melbourne Planning Scheme clause 22.04

²⁰³ Referenced in the Melbourne Planning Scheme clause 22.04

frontages to Flinders and Spencer Streets of 43 and 60 feet respectively.

The new Sir Charles Hotham Hotel was built during the State's economic recovery after the 1890s Depression and before construction was tempered yet again by World War One. It remains the largest hotel built in that period within the Capital City Zone. Expanding to a frontage of some 132 feet down Flinders Street, the Charles Hotham was erected to the design of the prolific William Pitt by builder, Clements Langford. An application to build was lodged in January, 1912, on behalf of the owner, Jane Hall, for a hotel and two shops. Jane Hall appears to have been the widow and inheritor of the estate of pioneer Thomas Hall, of Airlie, Domain Road, South Yarra (see Victorian Heritage Register).

When erected the hotel was described as follows in the daily press:

'...newly erected and one of the largest in this part of the City..' location commands the shipping trade, adjacent to wharves and Spencer Street Railway Station, Harbor trust offices and Railways Offices, fish market-proposed improvements to bring mail and other large freight right up to the City- all to benefit the hotel. Includes cellar, ground floor with large public bar, private bar, billiard room, four bar parlours and offices; three storeys and open flat on roof; first floor has large dining room, and services, drawing room, reading and smoking rooms, nine bedrooms with linen press, bathrooms and lavatory accommodation; second floor has private sitting and dining rooms, bedrooms servants bedrooms and facilities; third floor has 14 bedrooms, servants dining room, modern kitchen; cellar one of the largest and best in Melbourne; passenger and goods lifts, electric lighting.'

One of the first licensees, L. G. Watson, continued at the hotel through the inter-war period, followed in the 1950s by K G Watson.

The architect, William Pitt, came to local prominence through his premiated design for the Melbourne Coffee Palace, in Bourke Street, Melbourne's first temperance hotel (1879). During the 1880s, Pitt's career boomed along with the Colony's economy. He redesigned the Princess Theatre in a French Second Empire style and collaborated with Ellerker & Kilburn to design the five hundred room Federal Coffee Palace in Collins Street. In the late 1880s, Pitt designed three distinguished Venetian Gothic office blocks in the west end of Collins Street, the Melbourne Stock Exchange, the Olderfleet building and the Rialto Building. After the crash of 1893, Pitt concentrated on theatre projects, with work in Melbourne, Adelaide, Sydney and New Zealand, and on his career in Victorian State Parliament

(1891-1910). In 1900, Pitt entered a partnership with Albion H Walkley which appears to have endured until Pitt's death c1918, but with each partner taking separate commissions such as this one. The design for the Sir Charles Hotham Hotel dates from the closing years of Pitt's association with Walkley and the building application was made in Pitt's name only.

Considered in the context of Pitt's contemporary commercial designs, (Victoria Brewery, Bryant & May, Match Factory), there is much in common with the Charles Hotham, despite the disparity of use. Some similarity also exists with his former partner, Charles D'Ebro's significant Gollin Building, Bourke Street, which also has a corner oriel and cupola, but no observation platform.

The composition of the Sir Charles Hotham Hotel centres upon a lofty corner entry element with three storey bay window rising to a prominent belvedere. Along each of the ground floor facades, large arched windows with radial rustication denote the hotel sections of the building while simpler recessed entries are used for the shop fronts along Flinders street. The shops are separated from the hotel by a gated carriageway to a yard at the rear.

Pitt's street elevations are arranged as a series of alternating vertical piers, fenestration strips and tall archways, which find a focus at the corner tower. At the first floor level, along the main Spencer Street elevation, the tower is replicated (in part) within each fenestration bay as oversize window bays protruding over the street. Above the parapet is a terra-cotta tiled mansard roof, the tiles being a sign of the times, replacing the slate of Pitt's favoured late Victorian-era mansard roof forms.

As if the archways of a medieval city gateway, the giant ground level openings span from pier to pier, balancing the minor oriels and window strips above at each keystone. Within each arch a central doorway, with a Queen Anne style scrolled pediment, provides an opening through the dado-like moulding (taken through at each arch centre-line) and rough stone plinth. Now obscured by various shades of paint, the juxtapositioning of these rugged natural finishes concurs with the vigour of the design itself. Arts and Crafts dado tiling and quarry floor tiling of entry hallways add to this character, along with remnant polished timber stair joinery.

Of the many notable suburban Edwardian Freestyle or Edwardian Baroque hotels and commercial buildings which utilize the corner tower motif, this is not the earliest, but perhaps the largest example. Perhaps because of the importance of the hotel, and hence the excellence and solidity of its ground level design, the

distinctive treatment at this level has survived, relatively unchanged, as a contrast to the many altered and initially more simple ground-levels of suburban examples. English examples include Townsend's 1896 design for the Whitechapel Art Gallery, the cement detailing (gum nuts) of this building deriving from similar Arts and Crafts inspiration.

Sir Charles Hotham Hotel acts as a corner pivot to an important Edwardian and late Victorian-era commercial streetscape in Flinders and Spencer Streets, including a number of former and existing hotels, a former bank and one former coffee tavern. The Victorian Railways administrative building on the opposite side of Spencer street gives focus to the positioning of these buildings beside a major transport hub, first by water and then by rail.

The stone and brickwork have been painted, intrusive signs added, and minor alterations made to openings.

How is it significant?

The Sir Charles Hotham Hotel is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

Sir Charles Hotham Hotel is significant architecturally as a large, well preserved and successful corner hotel design in the Edwardian Freestyle, by the important architect, William Pitt, and is a major part of a notable Edwardian and late Victorian-era commercial streetscape in both Flinders and Spencer Streets, consisting mainly of hotels.

Historically, Sir Charles Hotham Hotel is significant for its location with other Edwardian-era and late Victorian-era hotels near the wharves and railway that served them, underscoring the major means of travel at that time. The new Sir Charles Hotham Hotel was built during the State's economic recovery after the Great Depression of the 1890s and remains the largest Edwardian-era hotel built within the Capital City Zone.

Recommendations

This report recommends that:

- the building and associated land at 2-8 Spencer Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the

reference document *Urban Conservation in the City of Melbourne*.

- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01²⁰⁴.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

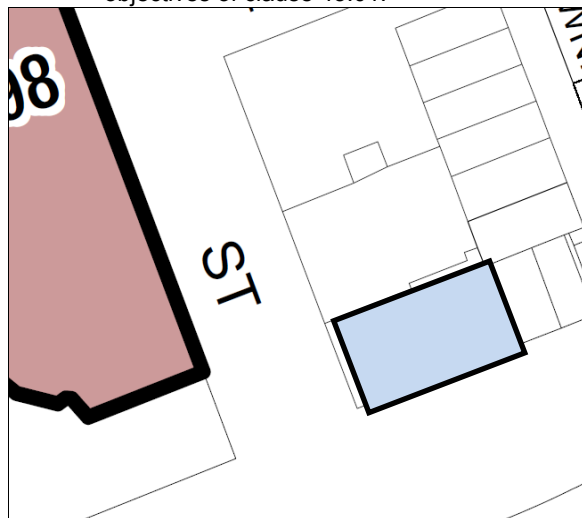


Figure 379 proposed heritage overlay

Interior elements

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



Figure 380 Dado tiles

Victorian Heritage Register

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

²⁰⁴ Interiors and trees have not been assessed unless cited otherwise in the place description

Recommended for the Victorian Heritage Register? No.

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council

Lawrie Wilson & Associates, 1977. Historic Buildings Preservation Council Report on CBD Block No 6 Dec 1977, p144 ,

Building Permit Application

MCC Building Permit Application (BA):

1855, 743; 1912, 3156 (24/1/1912 hotel and 2 shops)

i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984: Building Identification Form (BIF): Notable features include intact shopfront; ground level (arches and joinery). Interior recommended for inspection. Alterations / Recommendations: Bricks and stone base painted (inappropriate - remove by approved method), roof signs added (inappropriate - remove or reinstate sympathetic alternative). cites Building Permit Application 3156 (24/1/1912) A= William Pitt, B= Clement Langford, O= Jane Hall...

'The Argus':

Monday 10 August 1903

Jane Hall

JUDICIAL AND LAW NOTICES.

NOTICE is hereby given, that after the expiration of fourteen days from the- publication hereof application will be made to the Supreme Court of the State of

Heritage Assessment of 2-008 Spencer Street, Melbourne

Victoria, in its Probate jurisdiction, that PROBATE of an exemplified copy of the WILL of THOMAS SKARRATT HALL, formerly of no. 1 Grosvenor crescent, in the county of Middlesex, in England, but late of "Airlie," Domain road, South Yarra, in the state of Victoria, and of No. 10 Hill-street, Berkeley-square, in the said county of Middlesex, esquire, deceased (probate of which said will as on the 30th day- of June, 1903, granted by His Majesty's High Court of Justice, in England, to Jane Hall, of No. 15 Hill street, Berkeley-square aforesaid, (the widow of the said deceased, and one of the executors named in the said will may be granted to Walter Russell Hall, of "Wildfell" Potts Point, Sydney, in the state of New South Wales, Esquire, and Richard Gardiner Casey, of Shipley-house, Shipley-street, South Yarra, In the state of Victoria, esquire, the other executors named in the said will, leave being reserved to the said Jane Hall to come in and prove the said will if and when she shall think fit so to do.

Dated this 8th day of August. 1903.

BLAKE and RIGGALL, 120 William-street, Melbourne, Saturday 13 February 1904:

Report of Charles Hotham Hotel offered at auction along with other valuable city properties, most withdrawn to private sale.

Saturday 28 April 1917

Forged notes passed at Sir Charles Hotham bar.

Saturday 19 February 1921

Dugald Cameron, NSW squatter found dead in his room...

Saturday 11 January 1913

Lease 7 years tender for Charles Hotham Hotel:

'newly erected and one of the largest in this part o the City..' location commands the shipping trade, adjacent to wharves and Spencer Street Railway Station, Harbor trust offices and Railways Offices, fish market-proposed improvements to bring mail and other large freight right up to the City- all to benefit the hotel.

Includes cellar, ground floor with large public bar, private bar, billiard room, four bar parlours and offices; three storeys and open flat on roof; first floor has large dining room, and services, drawing room, reading and smoking rooms, nine bedrooms with linen press, bathrooms and lavatory accommodation; second floor has private sitting and dining rooms, bedrooms servants bedrooms and facilities; third floor has 14 bedrooms, servants dining room, modern kitchen; cellar one of the largest and best in Melbourne; passenger and goods lifts, electric lighting.

Victorian Heritage Database (VHD)

AIRLIE, 254-260 DOMAIN ROAD SOUTH YARRA, Melbourne City (1872-)

Victorian Heritage Register

Number H1619

Heritage Overlay Number HO399

Level of Significance Registered

Australian Architecture Index

(Pitt and Walkely)

Walkley, A.H.

New Premises for Patterson Shugg & Co., Burns Lane, Melbourne Bldr: McDonald R. Nov. 1913

2 Sheets WD FAC.8 Melbourne University Architectural Collection, State Library of Victoria collection:

Pitt, Wm. & Walkley, A.H.

Brick Factory, Yarra St., Sth Yarra For Philip Joseph Esq.

Bldr: Henry A. Eilenberg May 1918 1 Sheet WD FAC.18 Melbourne University Architectural Collection, State Library of Victoria collection:

Walkley, A.H. 1917

Proposed Additions, Alterations & Repairs, Commercial Hotel. Spring & Lonsdale Sts., Melbourne For Keeley Estate Bldr: Gamlin, H.J.

2 Sheets WD HOT.8 Melbourne University Architectural Collection, State Library of Victoria collection:

Pitt, Wm. & Walkley, A.H. 1922

Red Lion Hotel Drummond & Neill Sts. Carlton Bldr: McLennan Bros.

4 Sheets WD HOT.1 Melbourne University Architectural Collection, State Library of Victoria collection.

Sands & McDougall Melbourne or Victorian Directories

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

(D1904 580 Flinders Street Sir Charles Hotham hotel—Patton, S. A.)

D1915 2-8 Spencer Street Street Sir Charles Hotham hotel L G Watson

(10 Charles Munro, tailor and hosier)

D1930 2-8 Spencer Street Sir Charles Hotham hotel

D1935 2-8 Spencer Street Sir Charles Hotham hotel

D1944-5 572-580 Flinders Street L G Watson

D1955 574-580 Flinders Street K G Watson

Municipal rate records

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

No search carried out.

Relevant thematic history extract

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by

Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Context 2010 draft:

6.7 TRANSPORT...

The first Europeans arrived in Melbourne by sea, establishing routes from Van Diemen's Land, and later from Sydney and Adelaide, and directly from Britain. The Yarra River allowed seagoing vessels close proximity to the settlement....

Ships were originally moored in the lower Yarra and at Williamstown. Later, Station Pier, Port Melbourne (outside the study area), became the main receiving pier for sea-going vessels.

Goods shipping developed into a large-scale operation though the latter part of the nineteenth century as Melbourne grew rapidly. From 1890 the area now known as Docklands became a busy centre of shipping activity....

Within the first twenty years of the town's settlement, Melbourne had embraced the latest form of transport – the steam locomotive. In 1854 the city's first railway was built between Flinders Street and Sandridge (Port Melbourne). With a large volume of shipping traffic arriving at the port, this route was one of the busiest and most in need of a regular rail service.

Other new rail lines soon followed, snaking out in all directions from the city, linking the metropolis and its fast-growing suburbia. Country areas, including Geelong and Ballarat, were among the first to be connected to the city by rail, and a large central station at Spencer Street was built in the 1860s to service these operations. The railway to the sprawling eastern suburbs bisected the large swathe of parkland, known as Yarra Park, in the 1870s. A second line heading east from the city followed the northern boundary of Yarra Park, and was served by the Jolimont Railway Station (c.1890s). Other lines stretched north and west from the city. An iron rail bridge was built over Flinders Street in 1890, and a new Flinders Street Station, built in 1910-11.

Comparative examples

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

Selected Edwardian-era hotels in the Capital City Zone:

Street Number Name Date Architect

- Elizabeth Street 97-99 Hotel London 1911 Barnett, Nahum
- Spencer Street 2-8 Sir Charles Hotham Hotel 1913 Pitt, William
- Russell Street 199-203 Exford Hotel 1914 Whitaker, R B
- King Street 248-250 Kilkenny Inn 1914 Smith, Sydney & Ogg

- Flinders Street 562-564 Prince of Wales Hotel, later Markillies Hotel 1915- Smith, Sydney & Ogg
- Russell Street 230-234 Continental Hotel 1916 Beaver & Purnell

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 2-8 Spencer Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **B** on an A-F individual building scale and a streetscape level of 2(scale of 1-3).

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

History

For a long period, and in different forms, the Charles Hotham Hotel has graced this corner. Gradually increasing room numbers, over the latter part of the 19th Century, belied the continuing three-storey brick form, which commanded frontages to Flinders and Spencer Streets, of 43 and 60 feet respectively, from the 1850s until 1912.

Expanding to some 132 feet down Flinders Street, the new Charles Hotham rose to the design of the prolific William Pitt and from the efforts of builder, Clements Langford. An application to build was lodged in January, 1912, on behalf of the owner, Jane Hall, for a hotel and two shops. An early Licensee was I. G. Watson, continuing through the 1920s and 1930s.

Description

Considered in the context of Pitt's contemporary and commercial designs, (Victoria Brewery, Bryant & May, Match Factory), there is much in common with the Charles Hotham, despite the disparity of use. Some similarity also exists with his former partner, Charles D'Ebro's Gollin Building, Bourke Street, which also has a corner oriel and cupola, but no observation platform. Pitt's Hotel is arranged as a series of alternating vertical piers, fenestration strips and tall archways, which find a focus at the corner tower. At the first floor level, along the main Spencer Street elevation, the tower is replicated (in part) within each fenestration bay as oversize window bays protruding over the street. As if the archways of a Medieval city gate, the giant ground level openings span

from pier to pier, balancing the minor oriels and window strips above at each keystone. Within each arch, a central doorway with a (Queen Anne) scrolled pediment above, provides an opening through the dado-like moulding (taken through at each arch centre-line) and rough stone plinth. Now obscured by various shades of paint, the juxta-positioning of these rugged natural finished concurs with the vigour of the design itself.

Of the many notable Edwardian Freestyle or Baroque hotels and commercial buildings which utilize the corner tower motif, this is not the earliest, but perhaps the largest. Perhaps because of the importance of the hotel, and hence the excellence and solidity of its ground level design, the distinctive treatment at this level has survived, relatively unchanged, as a contrast to the many altered and initially more simple ground-levels of suburban examples. English examples include Townsend's 1896 design for the Whitechapel Art Gallery, the cement detailing (gum nuts) of this building deriving from similar Arts and Crafts inspiration.

External Integrity

Stone and brickwork painted, intrusive signs added, minor alterations to openings.

Streetscape

Corner pivot to Edwardian Classical revival commercial streetscape in Flinders Street.

Significance

A large and successful corner hotel design in a Romanesque inspired Edwardian Freestyle, by the important architect, William Pitt, and a major part of a notable Edwardian commercial streetscape.

Central City Heritage Study Review 1993

The building at 2-8 Spencer Street was assessed in this review and graded B on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay²⁰⁵. The building at 2-8 Spencer Street was assessed

in this review and graded **B** on an A-E individual building scale.

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

History and Description

The Sir Charles Hotham Hotel, was built c.1913 1 as a four storey hotel plus two shops for Jane Hall 2. It was designed by noted Melbourne architect William Pitt towards the end of his distinguished career and constructed by Clement Langford. The new building replaced an earlier incarnation of the Sir Charles Hotham Hotel which had occupied the site since at least 1865 3.

William Pitt came to local prominence through his premiated design for the Melbourne Coffee Palace, in Bourke Street, Melbourne's first temperance hotel (1879). During the 1880s, Pitt's career boomed along with the economy. He redesigned the Princess Theatre in a French Second Empire style and collaborated with Ellerker & Kilburn to design the five hundred room Federal Coffee Palace in Collins Street. In the late 1880s, Pitt designed three distinguished Venetian Gothic office blocks in the west end of Collins Street, the Melbourne Stock Exchange, the Olderfleet building and the Rialto Building. After the crash of 1893, Pitt concentrated on theatre projects with work in Melbourne, Adelaide, Sydney and New Zealand and on his career in Victorian State Parliament (1891-1910). In 1900, Pitt entered a partnership with Albion H Walkley which appears to have endured until c.1916, just two years before Pitt's death.

The design for the Sir Charles Hotham Hotel dates from the closing years of Pitt's association with Walkley. The hotel is designed in a highly ornate late Federation style in face brick and decorative render. The composition centres upon a lofty corner entry element with three storey bay window rising to a prominent belvedere. Along each of the facades, large arched windows with radial rustication on the ground floor denote the hotel sections of the building while simpler recessed entries are used for the shop fronts along Flinders street. The shops are separated from the hotel by a gated carriageway to a yard at the rear. The upper levels are finished predominantly in face brick with subtly modelled bays rising through the eaves to form decorative parapets above the roof line. Fenestration at the upper levels combines sliding sash windows with multi-paned top lights with larger and more ornate bow windows.

The building has remained in use as a hotel from the time of its construction to the very recent past. In recent years it has experienced a period of neglect and recent investigations have demonstrated that the building is in need of some remedial works to arrest the decay of

²⁰⁵ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

the building fabric 4. In addition, the building has been painted and a part of the ground floor has been refinished as part of a recent conversion of part of the hotel into a convenience store. Nonetheless, the building retains much of its early character and the site retains built elements and land-use patterns dating back to the time of its construction and it remains in fair and largely original condition.

Statement of Significance

The Sir Charles Hotham Hotel is of aesthetic and historical significance at a local level as a fine example of a well-designed and well-constructed early twentieth century hotel within Melbourne's CBD. The design is attributed to noted Melbourne architect William Pitt.

Footnotes:

1 Wilson, CAD Study, 1984, p.144.

2 Butler, CAD Conservation Study, 1985, Sir Charles Hotham Hotel.

3 Sands and MacDougall, Directory of Victoria, 1865 notes the presence of the earlier hotel on the site

4 RBA, Architects and Conservation Consultants, Heritage assessment, Sir Charles Hotham Hotel, Melbourne, October 1999, Prepared for City of Melbourne Heritage Fund, October 1999, p.2,

Other heritage listings

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

**McCaughan's Coffee Palace,
later Great Southern Private
Hotel, 10-22 Spencer Street,
Melbourne 3000**



Figure 381 10-22 Spencer Street 1990s (MCC)



Figure 382 10-22 Spencer Street



Figure 383 10-22 Spencer Street in context

Historical associations with persons or events

Creation or major development date: 1890-1891

Major owners or occupiers: McCaughan, Patrick K

Designer(s): Pitt & D'Ebro

Builder(s): Hearnden, William of Princes Hill

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985²⁰⁶: A,B,C,D,E,F): **C 2**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993²⁰⁷: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985²⁰⁸: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

²⁰⁶ Referenced in the Melbourne Planning Scheme clause 22.04

²⁰⁷ Referenced in the Melbourne Planning Scheme clause 22.04

²⁰⁸ Referenced in the Melbourne Planning Scheme clause 22.04

Statement of Significance

What is significant?

This was originally a coffee place, built in the mould of the nearby Federal Coffee Palace (demolished) and close to a railway terminus. No doubt it was hoped to share the trade already flooding from the Spencer Street station to the Menzies Hotel and the Federal, both close by and in Melbourne's traditional boarding house cum immigrant reception precinct. Temperance hotels or coffee palaces were seen as a distinctive Melbourne phenomena and lauded by the daily press for the civility they brought to the City.

Patrick McCaughan of the Rialto commissioned his Rialto architect, William Pitt, in partnership with the adjoining Melbourne Wool Exchange designer, Charles D'Ebro, to prepare a scheme for the proposed palace and at least two shops. William Hearnden, from Princes Hill, was the contractor. Early shopkeepers there were Clement Bourdie a chemist, and Miss Eliza Johnston (conducting a normally male-dominated tobacconist's business). Morris & White conducted the restaurant for at least a generation. There was a Chinese laundry there in 1895 (Sun On Lee).

With the exception of the giant gabled pediment set above the parapet and the Queen Anne details, the three-bay four-storey rendered symmetrical façade of the building presents as a mainstream Italian Renaissance revival street elevation with regular window placement, moulded architraves, dentilated cornice, giant-order trabeation with Queen Anne style scrolls as capitals, and rustication to pilaster bases. The more contemporary Queen Anne style is again expressed by the broken pediment at first floor level, cement scrolls and ox-bow cement mouldings over windows.

Although conservatively classical below the facade's cornice level, D'Ebro's influence can be seen in the massive central gabled pediment (originally with its overblown antefix on the apex). Similar facade compositions, with three bays and a gabled central pediment, may be seen on Angus & Robertson's Building, Elizabeth Street, and George & George's in Collins Street: both are D'Ebro designs. Pitt had designed Melbourne's first coffee palace in Bourke Street in 1879, followed by his collaboration with Ellerker & Kilburn to design the five hundred room Federal Coffee Palace in Collins Street. His design for the adjoining Edwardian-era Sir Charles Hotham Hotel dates from another phase of Pitt's career.

The former coffee palace is integral in scale, general ornament and use to the later Charles Hotham Hotel and is part of a transport oriented

building group with the Markillie's Hotel, and Victorian Railways offices nearby, and the Batman's Hill Hotel to the north.

The pediment detailing has been changed; double-hung sash windows reglazed; signs attached, the ground-level altered, and a street canopy added.

How is it significant?

McCaughan's Coffee Palace is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

McCaughan's Coffee Palace is significant architecturally, as an austere but prominent Queen Anne revival façade design by the important architects, Charles D'Ebro and William Pitt, with D'Ebro's involvement characterised by the massive central gabled pediment and facade details.

Historically, the building expresses the rise of the railway coffee palace at most busy termini. The coffee palace was a distinctively Melbourne phenomena that was looked upon by Victorian-era society as an indication of the City's civilisation. This is Melbourne's second oldest purpose-built coffee palace that faces the railway lines which gave them custom. Other key examples, such as the grand Federal Coffee Palace, have been demolished.

Recommendations

This report recommends that:

- the building and associated land at 10-22 Spencer Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report **(C)** should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01²⁰⁹.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

²⁰⁹ Interiors and trees have not been assessed unless cited otherwise in the place description

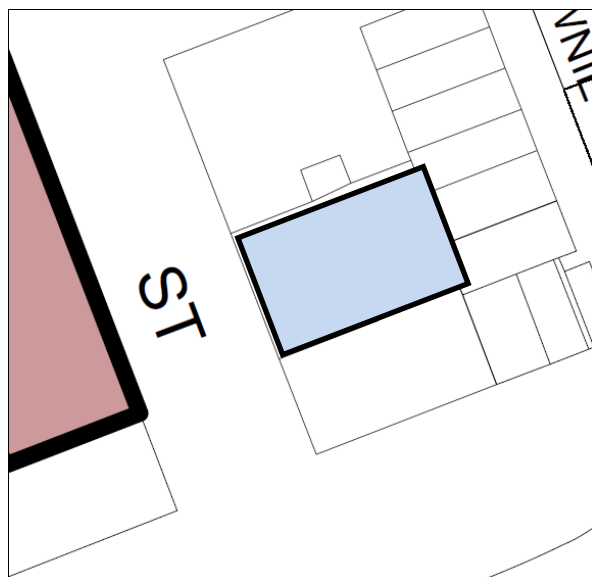


Figure 384 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council

Lawrie Wilson & Associates, 1977. Historic Buildings Preservation Council Report on CBD Block No 6 Dec 1977 (85), page 244

I-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Bricks painted (inappropriate - remove by approved method), illuminated sign, upper and signs to side (both inappropriate - remove or reinstate sympathetic alternative), canopy and ground level added/alterd (inappropriate - reinstate original design or sympathetic alternative).

Graeme Butler report 1990s:

Cites: MCC Building Permit Application (BA): 1890, 4388 Coffee Palace, shops etc., cnr Spencer & Flinders; fee £20/7/

MCC RB1891, 104-110; RB 1895 & 1894, 82 PK McCaughan- owner, Morris & White Restaurant Falstaff- occup.

'The Argus':

Tuesday 2 August 1887

THE AUSTRAL PLEASURE GROUNDS...

The grandest and most startling innovations in modern Melbourne are the coffee palaces. Five years ago the notion of a successful coffee palace seemed a delusive fad They had been tried in Sydney, and had failed miserably, or had lapsed into utter insignificance Why should they succeed in Melbourne. There is no doubt that a philanthropic desire under laid their foundation, that they were wedded with good business management, and the result is-we have but to walk along Spring street or down Collins to Spencer street to note the result, There are two temperance palaces approaching completion which would swallow any four of the licensed hotels in Melbourne ...'

eMelbourne web site: McCaughan

Andrew May

'Rialto Building

The Rialto Building at 497-503 Collins Street was designed in the Venetian Gothic palazzo style of commercial architecture by William Pitt for businessman Patrick McCaughan and constructed in 1890-91. The building was originally home to merchants and manufacturers' agents and was equipped with the very latest office technology, including speaking tubes, fire-prevention measures and external winches to hoist goods to upper floors. The newly formed Melbourne and Metropolitan Board of Works was an early tenant. An original bluestone cobbled delivery laneway survives in this heritage-listed complex, as does a rear five-storey external urinal enclosure. The battle to save the urinals in the 1980s reflected an emerging preservationist philosophy that valued social history as well as architectural style.'

Visit Victoria web site:

'Precinct 2: The Rush To Be Rich

In the late 1880s, shipping moved downstream towards the new Victoria Dock and businessmen began to look for compact offices, with typewriters and telephones, rather than the old bluestone warehouses.

Irishman Patrick McCaughan bought up the southern frontage of Collins Street and began to build some of the city's most ornate buildings. He sold the three middle allotments for Record Chambers (1887), the New Zealand Insurance Company (1889) and the Winfield Building (1891) and developed the 'bookends' himself, as the Olderfleet (1889-90) and the Rialto (1890-91). With his white spats, top hat and twirling moustache, McCaughan was as flamboyant as the Venetian Gothic facades of his new buildings. Both captured the high hopes of an era when Melbourne businessmen dominated the South Pacific.'

Sands & McDougall Melbourne or Victorian Directories

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

D1891- not listed

D1893

10 Bourdie, Clement L. M., chemist

12 Vacant

14 Johnston, Aliss E., tobacconist and hairdresser

16 Morris & White, restaurant and cafe

18 Vacant

20 Vacant

2.2 Vacant

WD1893-4 10 Clement L Bourdie, chemist; 14 Miss Eliza Johnston, tobacconist; 16 Morris & White, Falstaff Restaurant.

WD1895-6:

10-16 see above, plus 18 Sun On Lee, laundry; 20 Watson & Son, carriers; 22 Inglis & Co grain merchants.

D1904

10 Munro, William, tailor and holier

12 Vacant

14 Coffie, Madame, tbcnst and hairdresser

16-18 Morris & White, restaurant keepers

20 Wilson & Thurgood, exporters

Thurgood, Albert J., bark merchant

22 Leidwill, Rachel L., clothier
(24-38 Blogg Bros, manuf. chemists,)

D1910

10 William Munro, tailor; 12 Wilson & Flood, exporters of frozen food; 14 Louise Coffie, hairdresser; 16 Morris & White Falstaff Restaurant; 18 Bijou Tea Rooms

D1924

10 William Munro, tailor..;

12 Brophy Foley & Co produce merchants;

14 Birch, GH, hairdresser;

16 White Bros Restaurant;

18-20 Bijou Tea Rooms...

22 Sherry, Thos, boot rep.

D1955

10 Cameron, hairdresser

14 Harris, JS cafe

12-18 Great Southern Private Hotel

22 Verris, P café...

Municipal rate records

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

Graeme Butler report 1990s: cites

- RB1891, 104-110
- RB1895 & 1894, 82 PK McCaughan- owner, Morris & White Restaurant Falstaff- occup.

Relevant thematic history extract

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

Lewis, Miles and others (1995) *Melbourne- the City's history and development* 61

'4.2 BOOM AND BUST

SOCIAL DEVELOPMENT...

'The churches, and especially the Nonconformists, were the mainstay of the temperance movement, which became enormously important in Melbourne. Temperance hotels or coffee palaces were built, the largest being the Federal at the corner of Collins and King Streets, opened in 1888, while at the existing Grand Hotel (now the Windsor) the licence was ceremonially burnt. Later it was amongst the many temperance premises which were forced by economic pressures to apply, or in this case re-apply, for the right to sell liquor.'

Context 2010 draft:

6.7 TRANSPORT...

The first Europeans arrived in Melbourne by sea, establishing routes from Van Diemen's Land, and later from Sydney and Adelaide, and directly from Britain. The Yarra River allowed seagoing vessels close proximity to the settlement....

Ships were originally moored in the lower Yarra and at Williamstown. Later, Station Pier, Port Melbourne (outside the study area), became the main receiving pier for sea-going vessels.

Goods shipping developed into a large-scale operation though the latter part of the nineteenth century as Melbourne grew rapidly. From 1890 the area now known as Docklands became a busy centre of shipping activity....

Within the first twenty years of the town's settlement, Melbourne had embraced the latest form of transport – the steam locomotive. In 1854 the city's first railway was built between Flinders Street and Sandridge (Port

Melbourne). With a large volume of shipping traffic arriving at the port, this route was one of the busiest and most in need of a regular rail service.

Other new rail lines soon followed, snaking out in all directions from the city, linking the metropolis and its fast-growing suburbia. Country areas, including Geelong and Ballarat, were among the first to be connected to the city by rail, and a large central station at Spencer Street was built in the 1860s to service these operations. The railway to the sprawling eastern suburbs bisected the large swathe of parkland, known as Yarra Park, in the 1870s. A second line heading east from the city followed the northern boundary of Yarra Park, and was served by the Jolimont Railway Station (c.1890s). Other lines stretched north and west from the city. An iron rail bridge was built over Flinders Street in 1890, and a new Flinders Street Station, built in 1910-11.

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained with recognition of the special role played by coffee palaces in Melbourne and the transport oriented location.

Selected Capital City Zone hotels (not coffee palaces) from the late Victorian-era:

Street Number Name Date

- Swanston Street 427-433 County Court Hotel, later Oxford Hotel, Oxford Scholar Hotel 1887
- Swanston Street 226-228 Ballarat Star Hotel 1887
- Little Lonsdale Street 128-130 Leitrim Hotel, former 1888
- Spencer Street 10-22 McCaughan's Coffee Palace, later Great Southern Hotel 1890-1891
- Little Collins Street 435-443 Stalbridge Chambers 1891
- Little Collins Street 317-321 Hotel Barclay 1891

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 10-22 Spencer Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 2(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the

period 1985-1987 using existing historical data where possible.

History

This was originally a coffee place, built in the mould of the Grand in Spring Street and close to a railway terminus. No doubt it was hoped to share the trade already flooding from the station Spencer Street to the Menzies and Federal, both close by and in Melbourne's traditional boarding house cum immigrant reception precinct, since the immigration depot was initially located in Bourke Street West.

Patrick McCaughan, of the Rialto, commissioned his Rialto architect, William Pitt, in conjunction with the adjoining Melbourne Wool Exchange designer, Charles D'Ebro, to prepare a scheme for the proposed palace and at least two shops, adjacent to the Falstaff Cafe and 'palace' entrance. William Hearnden, from Princes Hill, was the contractor.

Early shopkeepers there were Clement Bourdie a chemist, and Miss Eliza Johnston (conducting a normally male-dominated tobacconist's business). Morris & White conducted the restaurant for at least a generation. There was even a Chinese laundry there in 1895 (Sun On Lee).

Description

Although uncharacteristically (for Pitt or D'Ebro) conservative Classicism below the cornice level, D'Ebro's influence can be still seen on the massive central gabled pediment, with its overblown antefix on the apex. Similar facade compositions may be seen on Angus & Robertson's Building, Elizabeth Street, and George & George's in Collins Street: both are D'Ebro designs, but both employ the central pediment below the parapet line, rather than above it. The use of face brickwork is also a sign of the times.

External Integrity

Bricks have been painted, signs attached, ground-level altered and a street canopy added.

Streetscape

Integral in scale, general ornament and use to the corner Charles Hotham Hotel which was also designed by Pitt.

Significance

Architecturally austere, if massive, but given its integrity, it expresses the rise of the railway coffee palace at most busy termini. In Melbourne's case it is the oldest coffee palace to still face the lines which fed it; others such as the Federal having been demolished.

Central City Heritage Study Review 1993

The building at 10-22 Spencer Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay²¹⁰.

The building at 10-22 Spencer Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Other heritage listings

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

²¹⁰ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Batman's Hill Hotel, 66-70
Spencer Street, Melbourne 3000**



Figure 385 66-70 Spencer Street, with former State Savings Bank to north.



Figure 386 66-70 Spencer Street 1990s (MCC)

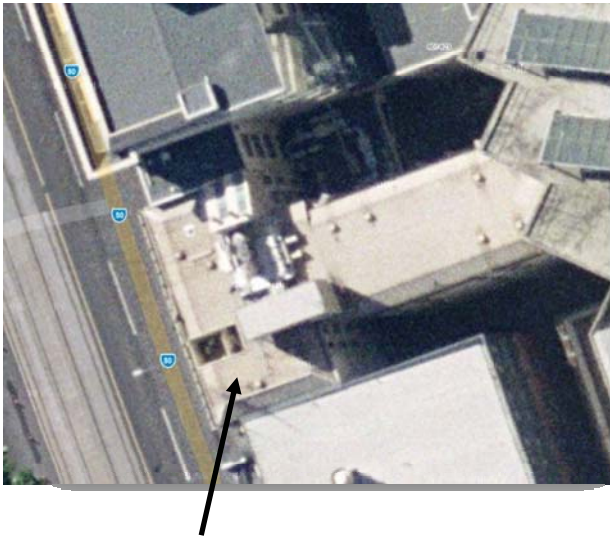


Figure 387 66-70 Spencer Street- air view, showing T-shape plan

Historical associations with persons or events

Creation or major development date: 1926-1928

Major owners or occupiers: Riley, Mrs A A

Designer(s): Greenwood Bradbury & Allen

Builder(s): Andrew, George

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985²¹¹: A,B,C,D,E,F): **C**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993²¹²: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985²¹³: A,B,C,D,E): **C**

²¹¹ Referenced in the Melbourne Planning Scheme clause 22.04

²¹² Referenced in the Melbourne Planning Scheme clause 22.04

²¹³ Referenced in the Melbourne Planning Scheme clause 22.04

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

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

Statement of Significance

What is significant?

The first Batman's Hotel operated here in the 1860s to be replaced by the Batman's Hill Hotel in the 1870s. Additions were made in 1875 and 1882 for HN Proctor, one of the long-term licensees.

Inter-war renovation and additions to the Victorian-era three-storey brick Batman's Hill Hotel were constructed 1926-8 at an estimated cost of £11,000 by Ivanhoe builder, George Andrew. The client was Mrs A A Riley and the design from architects and engineers Greenwood Bradley & Allen working in association with hotel specialist architects, Sydney Smith & Ogg. The decision to add to the old hotel rather than redevelop the site was based on its remarkable sound condition. Apart from the façade design every effort was made to complement the existing building during the project.

The first design proposed for the new façade and two additional floors had 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. Additions were made at the rear of the hotel on all existing levels and the two added floors and roof level on the front existing wing followed the existing T-Shape plan which allowed for light courts on both sides of bedrooms either side of a central passage. Because the partitions were brick throughout, the existing Baltic pine floors were able to be retained and extended despite regulations requiring fire proof construction between floors.

Not long after completion of the additions, the licensee Ada Alberta Riley sought and won a divorce from Harold Lytton Riley, barman, on the ground of misconduct, one of many events that surrounded life at the hotel. As had been the case since the 1860s the hotel continued to attract a variety of persons, some notorious, and various social and sporting groups.

The cement rendered Batman's Hill Hotel façade is parapeted with a classical cornice and central raised pediment in the Greek Revival manner, complete with acroteria and flagpole (removed). Reeded pilasters rise from the ground level podium to allow for window strips between, with matching timber-framed windows separated by cemented spandrels (windows replaced with similar joinery sections, fine balustrading added since). At the façade centre is a series of balconies, some with cemented balustrading and one with a wrought-iron Regency style balconette at the second floor level. The ground level has changed but when built it was a series of stout panelled timber doors with fine-axed basalt thresholds leading into the dining room, public and saloon bars. Parts of the cast cement colonettes and brick dadoes remain. A metal clad cantilevering awning, with ornamented soffit, was erected over the street and held the hotel's name and some Greek revival ornamentation (replaced in 1973).

The hotel complements the Greek revival detailing of the former State Savings Bank at the Collins Street corner and is one of a series of Victorian, Edwardian-era and inter-war hotels along Spencer and Flinders Streets fed by river and railway traffic.

How is it significant?

Batman's Hill Hotel is significant historically, socially and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

Batman's Hill Hotel is significant historically and socially as a well-preserved long-term hotel use, possessing elements from the Victorian-era to the inter-war period, and has acted as a social gathering place since its inception.

Aesthetically it is a well-preserved and good example of the Greek Revival style as applied to a City hotel building. The hotel complements the Greek Revival detailing of the former bank at the Collins Street corner and is one of a series of Victorian, Edwardian-era and inter-war hotels along Spencer and Flinders Streets, fed by river and railway traffic.

Recommendations

This report recommends that:

- the building and associated land at 66-70 Spencer Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01²¹⁴.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

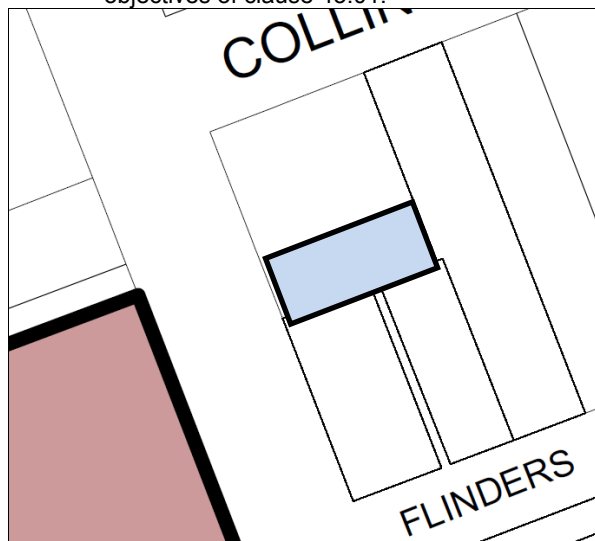


Figure 388 proposed heritage overlay – boundary determined by building

Interior elements

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

Victorian Heritage Register

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

Recommended for the Victorian Heritage Register? No.

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council

Lawrie Wilson & Associates, 1977. Historic Buildings Preservation Council Report on CBD Block No 6 Dec 1977(85): page 250 - 1877 plan shows Proctor's Hotel 2 storey, Mahlstedt & Gee, 1888 Batman's Hill Hotel part 2 storey complex, D1889 BHH with Harold Riley, M1905-6 BHH 2 storey, M1923- 3 storey BHH, RB1925 H McKay owner, A Riley occ, brick hotel 3 floors, RB1929 A Riley owner-occupier brick hotel 5 floors; Not recommended Victorian Heritage Register;

i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include shop verandah. Alterations / Recommendations: Canopy reclad (sympathetic - reinstate original design), openings altered at ground level (inappropriate - reinstate original design or sympathetic alternative).

Building Permit Application

Burchett index, MCC Building Permit Applications:

- 1866, 1328 additions to Batman's Hill Hotel
- 6 September 1926 8915 (30 March 1927 application for verandah)

MCC Building Permit Application 8915 6 Sep 1926

Australian Architectural Index (AAI):

Tenders wanted - additions to Batman's Hotel, Spencer St., Melbourne. Argus 12.7.1875, p 3

²¹⁴ Interiors and trees have not been assessed unless cited otherwise in the place description

Heritage Assessment of 066-070 Spencer Street, Melbourne

Twentyman and Askew.

Tenders wanted for additions to hotel for H. Proctor. Argus 11.1.1882, p 3

The Argus 31/7/1926:

Greenwood Bradbury & Allen tenders for 2 storey additions and alterations to Batman's Hill Hotel (added 2 floors).

State Library of Victoria collection:

Cole/Tetlow Index of Hotels- none found.



Figure 389 K Halla, 1967 (State Library of Victoria collection)

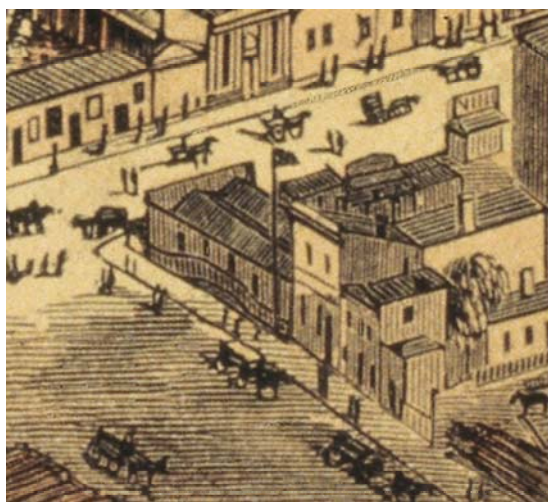


Figure 390 AC Cook Melbourne panorama 1882 (detail) showing earlier version of hotel with flag in front.

'The Argus':

Friday 4 October 1867

A COOL CUSTOMER.-Robert Edwards was charged with being illegally on the premises of Mr. Hill, of Batman's Hotel, Spencer street. The prisoner went into the hotel, and, seeing no one in the bar, proceeded to help himself to some liquor, but was caught in the act and given into custody. He was sentenced to three months' imprisonment.

1 June 1927

'WORKMAN INJURED.

Brick Falls From Building.

While working on the alterations to the Batman Hill Hotel, Spencer street. West Melbourne, yesterday morning, Willara Thurgood, aged 43 years, of Munster street North Melbourne, was struck on the head by a brick, which fell from the scaffolding Thurgood was taken to the Melbourne Hospital and admitted, suffering from a depressed fracture of the skull'

Saturday 1 September 1928

Melbourne Walking and Touring Club, meet there ..'Formerly the club took part in track walking, but today but today it exists to encourage road walking' Bogong High Plains, Werribee Gorge etc.

Thursday 4 September 1930

Divorce decrees granted:

Ada Alberta Riley, aged 41 years, of Batman's Hill Hotel Spencer «street, Melbourne, from Harold Lytton Riley, aged 40 years, of Fry street, Chatswood, Sydney, barman, on the ground of misconduct. The marriage took place on September 14, 1914, at Clifton Hill.

Thursday 18 October 1934

GRENADIER GUARDS

j Plans for Reception of Band...

On Monday morning the band will leave the Batman Hill Hotel at 8 a.m., in 10 motor-cars for Wangaratta, to give a performance at 1 p.m., returning to Melbourne for a performance in the King's Theatre that evening. The distance travelled by the band that day will be 648 miles. In all 11 country centres will be ' visited by the band.'

The Mercury (Hobart, Tas. : 1860-1954)

Thursday 28 February 1935

STATES JOIN IN METHODIST CENTENARY CELEBRATION MELBOURNE

... it is certain that Methodism was introduced into Victoria from Tasmania shortly after the first settlers arrived, when a service was conducted by a Tasmanian minister of that denomination in a cottage somewhere about the site of the present Batman's Hill Hotel in Spencer Street.

'The Argus':

Saturday 10 February 1940

A complimentary dinner to Major W. E. Murrell and Lieutenant J. W. Read, Corps Signals, 2nd A.I.F., was given by the former members of the 1st A.I.F. attached to the central staff of the Postmaster General's Department. The dinner was hold last night at the Batman Hill Hotel, Spencer street. Major Murrell was a broadcasting expert in the telephone branch, and Lieutenant Read was an engineer in the transmission section

Sands & McDougall Melbourne or Victorian Directories

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

(D1858 Sir Charles Hotham only hotel in Spencer Street south
D1870 Batman's Hotel north of Flinders lane
D1875 Batman's Hotel -HN Proctor
D1880, 1885 Batman's Hill Hotel- Francis Bennett)
D1935 Batman's Hill Hotel Mrs Ada A Riley
D1930 Batman's Hill Hotel Mrs Ada A Riley (Harold Riley 66)
D1920, D1924 Batman's Hill Hotel Mrs Ada A Riley (Harold Riley 66)

Municipal rate records

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

No search carried out.

Relevant thematic history extract

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

Lewis, Miles and others (1995) *Melbourne- the City's history and development* 61

4.2 BOOM AND BUST SOCIAL DEVELOPMENT

Central Melbourne was still to a significant extent a residential area, and it was occupied largely with terraces, lodging houses and medium density accommodation, whose occupants occupied much of their leisure outside the home. The hotels, which were very numerous and mostly very small, played a much greater role in social life than they were to do in the 20th century.'

Context, 2010 draft:

6.7 TRANSPORT...

The first Europeans arrived in Melbourne by sea, establishing routes from Van Diemen's Land, and later from Sydney and Adelaide, and directly from Britain. The Yarra River allowed seagoing vessels close proximity to the settlement...

Ships were originally moored in the lower Yarra and at Williamstown. Later, Station Pier, Port Melbourne (outside the study area), became the main receiving pier for sea-going vessels.

Goods shipping developed into a large-scale operation though the latter part of the nineteenth century as Melbourne grew rapidly. From 1890 the area now

known as Docklands became a busy centre of shipping activity....

Within the first twenty years of the town's settlement, Melbourne had embraced the latest form of transport – the steam locomotive. In 1854 the city's first railway was built between Flinders Street and Sandridge (Port Melbourne). With a large volume of shipping traffic arriving at the port, this route was one of the busiest and most in need of a regular rail service.

Other new rail lines soon followed, snaking out in all directions from the city, linking the metropolis and its fast-growing suburbia. Country areas, including Geelong and Ballarat, were among the first to be connected to the city by rail, and a large central station at Spencer Street was built in the 1860s to service these operations. The railway to the sprawling eastern suburbs bisected the large swathe of parkland, known as Yarra Park, in the 1870s. A second line heading east from the city followed the northern boundary of Yarra Park, and was served by the Jolimont Railway Station (c.1890s). Other lines stretched north and west from the city. An iron rail bridge was built over Flinders Street in 1890, and a new Flinders Street Station, built in 1910-11.'

Comparative examples

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

Selected Capital City Zone inter-war hotels:

Street Number Name Date

- Spring Street 267-271 Elms Family Hotel 1925
- King Street 131-135 Peoples Palace 1925-1926
- Flinders Street 508-510 Waterside Hotel 1926
- Spencer Street 66-70 Batman's Hill Hotel 1926-1928
- La Trobe Street 293-299 Duke of Kent Hotel, former 1929

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 66-70 Spencer Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of (scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the

period 1985-1987 using existing historical data where possible.

No citation provided.

Central City Heritage Study Review 1993

The building at 66-70 Spencer Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay²¹⁵.

The building at 66-70 Spencer Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Other heritage listings

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

²¹⁵ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Hotel Alexander, later Savoy
Plaza Hotel, 122-132 Spencer
Street, Melbourne 3000**



Figure 391 122-132 Spencer Street



Figure 392 122-132 Spencer Street, detail upper level



Figure 393 v from south east

Historical associations with persons or events

Creation or major development date: 1928

Major owners or occupiers: Alexander Hotel Pty. Ltd.

Designer(s): Perrott, Leslie M.

Builder(s): Shillito, T

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985²¹⁶: A,B,C,D,E,F): **D 3**

MCC Place Value Definition 1985:

Buildings are either reasonably intact representatives of particular periods or styles or they have been substantially altered but stand in a row or street which retains much of its original character.

Building grading 1993 (Central Activities District Conservation Study 1993²¹⁷: A,B,C,D,E): **B**

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

Building grading level 2011 (Central Activities District Conservation Study 1985²¹⁸: A,B,C,D,E): **B**

²¹⁶ Referenced in the Melbourne Planning Scheme clause 22.04

²¹⁷ Referenced in the Melbourne Planning Scheme clause 22.04

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

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

Statement of Significance

What is significant?

C. Alexander was the owner and occupier of a brick and stone 'house' being constructed in 1865-6 at this site. A hotel operated here soon after, owned by Bright Bros. with Alexander as the occupier of a 'Brick house and bar, 30 rooms and a shed'. The 1888 Mahlstedt plan shows it as a three storey hotel known as Alexander's Family Hotel and remained so into the 1920s when it was changed to the Sunshine Hotel. Rate records from 1929 confirm that Alexander Hotel Pty. Ltd. owned a brick hotel, of eleven floors on the site, with an annual value of £ 7,500 pounds. Hotel entrepreneur, James Richardson, was a key figure in the company that erected the hotel.

Opened by the Premier of Victoria early in 1928 the Hotel Alexander was immediately the newest, largest and most modern hotel in town with views out over bay shipping. Visiting dignitaries were entertained there as a matter of course. It was deemed the largest hotel in Australia and built to Melbourne's height limit of 132 feet. The contractor was T. Shillito.

Leslie M. Perrott designed the Alexander Hotel, Australia Hotel and the Chevron. As a precursor to this project, the owner Richardson and Perrott had spent five months touring hotels in North America. Richardson and is thought to have spent £300000 on the building and another £50000 on furniture and fittings. The hotel's lobby was described as magnificent, '...entered by a wide flight of stairs from Spencer Street and filled with light through tall windows, it occupied the entire first floor.' 'The Argus' noted later that it was the first hotel in Melbourne to include en-suite bathrooms to rooms when built.

The Brisbane Courier stated in 1931:

'The Hotel Alexander is situated at 122-132 Spencer-street, opposite the railway station, and has 200 rooms and 200 baths. The most important fact about the Hotel Alexander is that it is an hotel of character and distinction, and is the Melbourne home of discriminating travellers.'

In 1952, Hotel Alexander was sold to the rival Federal Hotel Ltd. for £450,000, thought then to be the highest sum bid at a Melbourne auction. The stated aim was to convert the Alexander into one of the finest luxury-hotels in the Commonwealth and it was renamed the Savoy Plaza.

Its Rainbow Room and maître d' Albert Argenti became renowned in Melbourne over the next decade, hosting a who's who of international show business including Louis Armstrong, Nat King Cole and Ella Fitzgerald. Some young Australians, such as John Farnham, Rolf Harris and the Seekers, began careers there. Frank Sinatra, performing at nearby Festival Hall, was a guest, as were Ava Gardner, Fred Astaire, Anthony Perkins and others during the filming of "On the beach".

The hotel was used as the Police Cadet Training Academy until 1987, after acquisition by the Victorian Government in 1974. Then it was purchased by Spencer Investments and rebuilt internally as the Savoy Park Plaza Hotel to designs by McIntyre & McIntyre and reopened May 1991. Later owners included Tobar Holdings Pty. Ltd. from 2004 when the name changed again to the Vibe Savoy Hotel.

Designed in the Modern Palazzo style, the Alexander was built from reinforced concrete, the speciality of Leslie M Perrott, with identical facades to Spencer and Little Collins Street. Façade embellishments included a projecting cornice at third floor level which marked the top of the podium, with a matching parapet cornice and balconettes at the second and tenth floors. Podium level windows were more elaborate reflecting the internal use for public function rooms.

The Hotel Alexander compares with other Palazzo style city buildings such as the more ornate and highly significant former AMP Building, 425 Collins Street (1931) but is earlier than most and some observed that the simpler detailing reflected a more Modernist approach to architecture. Its near island site allows full expression of the style in a similar manner to the AMP example, while other Palazzo examples were more typically street facades only.

²¹⁸ Referenced in the Melbourne Planning Scheme clause 22.04

How is it significant?

The Hotel Alexander is significant historically, socially and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

The Hotel Alexander is significant historically and socially as one of the great Melbourne Hotels of the early 20th Century bringing modernity to City accommodation in a new era of hotel construction. It was located close to the City and country rail termini and reached new building heights for hotel use. The Hotel Alexander was where visiting dignitaries and personalities were housed and entertained as Melbourne's best of the 1920s-1930s. This was the first 20th-century American-style hotel in Victoria, with en-suite bathrooms and a controlled temperature environment. Reborn as the Savoy Plaza the hotel took on a further persona associated with international lifestyles and entertainment post Second War.

Aesthetically, the hotel is an early, well-preserved and good example of the commercial Palazzo style in the city, the simple detailing reflecting a more Modernist approach to architecture. Its near island site allows full expression of the style.

Recommendations

This report recommends that:

- the building and associated land at 122-132 Spencer Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (B) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01²¹⁹.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

²¹⁹ Interiors and trees have not been assessed unless cited otherwise in the place description

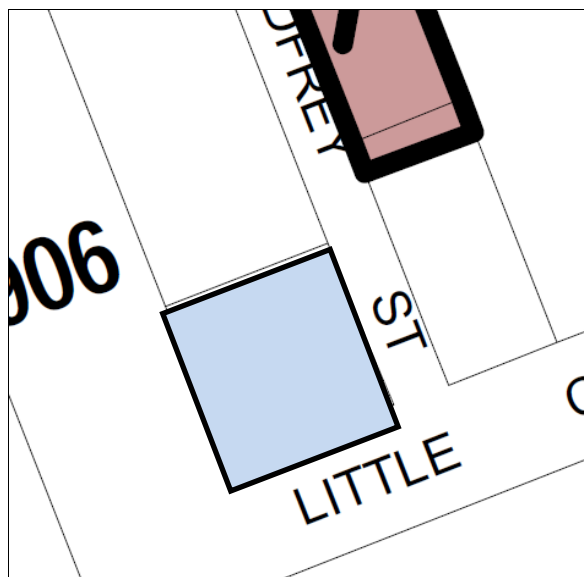


Figure 394

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council

L. Wilson & Associates, 'Report on Central Business District Block 6, (Melbourne) 2 Vols, 1976 (85):254 then used as police training school, cites Rate Books:

1. HISTORY.

- 1866 C. Alexander (owner and 'occupier). Brick and stone house in course of construction (rate book).
- 1868 Bright Bros. (owner), Alexander (occupier). Brick house and bar, 30 rooms and shed (rate book).
- 1888 Mahlstedt plan shows three storey hotel known as Alexander's Family Hotel.
- 1920 Directory lists Alexander's Family Hotel.
- c.1923 Name only changed to Sunshine Hotel (directory and Mahlstedt).
- 1927 Sunshine Hotels Pty. Ltd. (owner/occupier). Brick hotel, 2 floors, AAV 1600 pounds (rate book).
- 1929 Alexander Hotel Pty. Ltd. Brick hotel, eleven floors, AAV 7,500 pounds (rate book).
- c.1955 Building renamed Savoy Plaza.

Although the first mention of eleven floors in the rate book is 1929, the AAV changes substantially from 1,600 pounds in 1927 to 5,000 pounds in 1928. The architect for this building is known to be Leslie Perrott Snr.

2. DESCRIPTION.

An eleven storey reinforced concrete structure, the identical facades to Spencer and Little Collins Street are generally unadorned except for a projecting cornice at third floor level matching the parapet cornice, and balconettes at second and tenth floors. The window treatment below the lower cornice is more elaborately detailed which reflects the internal use of this lower portion of the building. as public function rooms. This building is stylistically similar to a number of others in Melbourne of the same period; however, the detailing is less exuberant reflecting the more "modern" approach to architecture. No architectural significance is attached to the building.'

Not recommended for the Historic Buildings Register.

I-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include shop verandah. Alterations / Recommendations: Air units added (inappropriate - remove or reinstate sympathetic alternative), ground level altered (reinstate original design or sympathetic alternative).

'The Argus' (Melbourne)

Friday 5 March 1920

HOSIE'S CHANGES HANDS.

Sold at Auction for £48,500. to James Richardson, owner of Exchange Hotel, Swanston St.

Friday 15 December 1922

Cathedral Hotel Brings £57,000.

When submitted by auction yesterday afternoon, the Cathedral Hotel, at the corner of Swanston Street and Flinders lane, was purchased by Mr. James Richardson for £57,000.

Wednesday 30 June 1954

Bank buys hotel

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

Friday 12 December 1924

MODERN HOTELS.

LESSONS FROM AMERICA.

Plans for Melbourne Buildings...

'While in America, Messrs. Richardson and Perrott visited the newer hotels in all the principal cities. "It was not just a case of walk in and walk out again, said Mr. Perrott. "In all cases we had introductions to the managers, and in some cases we spent as much as a whole day studying the planning and equipment of one hotel...'

Richardson was to build two hotels in Australia on American lines.

'Hotel accommodation in Australia requires much improvement. Australians do not know what service in hotels means but the Americans realise that all the latest equipment without proper service is of little use'

Wednesday 1 February 1928

At the dinner celebrating the opening of the Hotel Alexander, Spencer street, Mr James Richardson said that it would be the policy of the hotel to do its part in attracting tourists from all parts of the world'

'Northern Territory Times' (Darwin) Tuesday 7 February 1928

'NEW HOTEL ALEXANDER LARGEST IN AUSTRALIA.

The Hotel Alexander, Melbourne, is claimed by the owners to be the largest and most modern in Australia,, and was opened by the Premier today. It cost £300,000.'

The Argus Saturday 26 May 1928

'SOCIAL EVENTS.'

Lady Fuller entertains large party of friends at dining room of Hotel Alexander, including Gonzalez Fuller opera Company.

13/6/ 1928

SIR JOHN RUSSELL. CIVIC RECEPTION. then lunches at Hotel Alexander provided by directors of the Carlton & United Breweries Ltd. etc.

The Brisbane Courier Friday 20 November 1931

'MELBOURNE'S MODERN HOTEL.

Heritage Assessment of 122-132 Spencer Street, Melbourne

The Hotel Alexander is situated at 122-132 Spencer-street, opposite the railway station, and has 200 rooms and 200 baths. The most important fact about the Hotel Alexander is that it is an hotel of character and distinction, and is the Melbourne home of discriminating travellers. The tariff per day, room and meals, are from 22/6, room and breakfast, from 12/6, with special rates for permanent guests. Telephone, F4141 (10 lines)'

The Argus (Melbourne) Wednesday 5 July 1933

'AMERICAN INDEPENDENCE DAY was celebrated last night at a dinner given at the Hotel Alexander'

Barrier Miner (Broken Hill, NSW) Friday 3 June 1938

'HOTELKEEPER FALLS 50FT. TO DEATH

MELBOURNE, Friday:- Louis Krello (46), a Sydney hotelkeeper, who fell 50-feet from his room on the seventh floor of the Hotel Alexander yesterday morning died last night. '

'The Argus':

Wednesday 29 October 1952

'...Sold for £450,000 and called Savoy-Plaza

The 11-storey Hotel Alexander, in Spencer St., was sold yesterday for £450,000.

It will be renamed the Savoy - Plaza, and converted to a standard of luxury equal to any over-seas.

The Canberra Times (ACT) Wednesday 29 October 1952

'HOTEL ALEXANDER

SOLD FOR £450,000

MELBOURNE, Tuesday.

After- being , passed in at £380,000 at auction this afternoon, Hotel Alexander, was later sold privately for £450,000. The buyer was the Federal Hotel Ltd. The, directors of Federal) .Hotel Ltd. , said later they . hoped to convert Hotel Alexander, which would-be renamed the Savoy Plaza, into one of the finest luxury-hotels in the Commonwealth'

'This was probably the highest amount ever bid in a Melbourne auction sale. In tense excitement the last bidder, Mr. Angus McIntyre, of Yeo, Crosthwaite, and Co., conferred with the vendors.

It was then announced that he had bought the property, on behalf of Federal Hotels, for £450,000.

The auction called for one of the longest contracts of sale on record. It took 50 minutes to read its 43 clauses.

The hotel has 164 bed- rooms, and can accommodate 300 guests. It was the first built in Melbourne with a bathroom to each bedroom. Mr. Markillie, chairman of Federal Hotels, said: "We hope to convert the Alexander, renamed the Savoy-Plaza, into one of the finest hotels in the Commonwealth.

"We want to give Australians the satisfaction of knowing that their visitors and business associates are

being treated as well as they would be in overseas countries.

"The demand for luxury accommodation should expand, and make the prospect of running high-class hotels a much less risky venture."

The auctioneer, Mr. G. E. Broadhead, of Baillieu Allard Pty. Ltd., said it had been estimated that it would cost £1 million to replace the building today.

The auctioneers in contributory- junction for the sale were Baillieu Allard Pty. Ltd., W. D. Sampson and Son, and J. J. McGee and Co.'

Australian Architectural Index (AAI):

L.M. PERROTT

Hotel Alexander, Spencer St., Melbourne.

Royal Victorian Institute of Architects Journal Sept. 1931 p xxxix

Leslie M. PERROTT

Hotel Alexander, Melbourne. Illus. Photo. Royal Victorian Institute of Architects Journal Sept. 1929 p vii

eMelbourne:

Published by School of Historical Studies, Department of History, The University of Melbourne, Published July 2008

'Savoy Hotel (Hotel Alexander)

Located on the north side of the street, opposite Spencer Street Station, this was the first 20th-century American-style hotel in Victoria, claiming to be the first in Australia to have ensuite bathrooms and a controlled-temperature-interior environment.

Replacing an earlier Alexander's Hotel of 1866, the 200-room building was completed for owner James Richardson in 1928 to a design by Leslie M. Perrott, later architect of the Australia and the Chevron. Richardson and Perrott had spent five months touring the USA in 1924 for new ideas, and the usually frugal Richardson lavished £300,000 on the building and another £50,000 on furniture and fittings. The hotel's magnificent lobby, entered by a wide flight of stairs from Spencer Street and filled with light through tall windows, occupied the entire first floor.

Richardson moved into a top-floor suite in the Alexander in 1948. After his death three years later, the hotel was bought for £450 as the second hotel in the Federal Hotel chain and renamed the Savoy-Plaza. Its Rainbow Room and maître d' Albert Argenti became renowned in Melbourne over the next decade, hosting a who's who of international show business including Louis Armstrong, Nat King Cole and Ella Fitzgerald. Some young Australians, such as John Farnham, Rolf Harris and the Seekers, began careers there. Frank Sinatra, performing at nearby Festival Hall, was a guest, as were Ava Gardner, Fred Astaire, Anthony Perkins and others during the filming of *On the beach*.

Sold to the Victorian Government in 1974, the hotel became the Police Cadet Training Academy until 1987,

when it was purchased by the Nauruan-owned company Spencer Investments. Rebuilt internally as the Savoy Park Plaza Hotel, it was opened on 10 May 1991.' By Chrystopher J. Spicer

Sands & McDougall Melbourne or Victorian Directories

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

Municipal rate records

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

Relevant thematic history extract

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

Lewis, Miles and others (1995) *Melbourne- the City's history and development* 61

4.2 BOOM AND BUST SOCIAL DEVELOPMENT

Central Melbourne was still to a significant extent a residential area, and it was occupied largely with terraces, lodging houses and medium density accommodation, whose occupants occupied much of their leisure outside the home. The hotels, which were very numerous and mostly very small, played a much greater role in social life than they were to do in the 20th century.'

Lewis: 95

5.5 THE CITY BEAUTIFUL

TOWN PLANNING

'There were no restrictions (on building height) before February 1916, but in that year the City Council's new regulations came into force, specifying a maximum height of 132 feet (40.3 m) for buildings of steel and concrete, and 110 feet (33.6 m) for others. From 1922 to 1933 seventeen new buildings reached the 132 foot height limit, amongst them the Capitol Building, Temple Court, Nicholas Building, Myers, the Hotel Alexander (now the Savoy Plaza), T. & G. Building, Coles (Bourke Street), the AMP Society, the Manchester Unity building and the SEC headquarters.'

Context, 2010 draft:

6.7 TRANSPORT...

The first Europeans arrived in Melbourne by sea, establishing routes from Van Diemen's Land, and later from Sydney and Adelaide, and directly from Britain.

The Yarra River allowed seagoing vessels close proximity to the settlement....

Ships were originally moored in the lower Yarra and at Williamstown. Later, Station Pier, Port Melbourne (outside the study area), became the main receiving pier for sea-going vessels.

Goods shipping developed into a large-scale operation though the latter part of the nineteenth century as Melbourne grew rapidly. From 1890 the area now known as Docklands became a busy centre of shipping activity....

Within the first twenty years of the town's settlement, Melbourne had embraced the latest form of transport – the steam locomotive. In 1854 the city's first railway was built between Flinders Street and Sandridge (Port Melbourne). With a large volume of shipping traffic arriving at the port, this route was one of the busiest and most in need of a regular rail service.

Other new rail lines soon followed, snaking out in all directions from the city, linking the metropolis and its fast-growing suburbia. Country areas, including Geelong and Ballarat, were among the first to be connected to the city by rail, and a large central station at Spencer Street was built in the 1860s to service these operations. The railway to the sprawling eastern suburbs bisected the large swathe of parkland, known as Yarra Park, in the 1870s. A second line heading east from the city followed the northern boundary of Yarra Park, and was served by the Jolimont Railway Station (c.1890s). Other lines stretched north and west from the city. An iron rail bridge was built over Flinders Street in 1890, and a new Flinders Street Station, built in 1910-11.'

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained and enhanced in the light of the 1993 review and the extensive historical background obtained for the building and its associations and special role in Melbourne society.

Selected Capital City Zone hotels or accommodation houses from the 1920s-30s:
Street Number Name Date

- King Street 131-135 Peoples Palace 1925-1926
- Flinders Street 508-510 Waterside Hotel 1926
- Spencer Street 66-70 Batman's Hill Hotel 1926-1928
- La Trobe Street 293-299 Duke of Kent Hotel, former 1929

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 122-132 Spencer Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **D** on an A-F individual building scale and a streetscape level of 3 (scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 122-132 Spencer Street was assessed in this review and graded B on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay²²⁰. The building at 122-132 Spencer Street was assessed in this review and graded **D** on an A-E individual building scale.

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

History and Description

The eleven storey Savoy Park Plaza International, formerly known as the Hotel Alexander was constructed in 1928-9. An early design by hotel specialist Leslie M Perrott for millionaire identity Jimmy Richardson, it is a distinguished and intact example of an interwar Commercial Palazzo. Key features of the style found here include the vertical tripartite division of the façade into a heavy rusticated base and neutral intermediate floors surmounted by a

prominent classical cornice. The hotel was the first large project undertaken by Perrott, who travelled to the USA with Richardson on a fact-finding tour prior to commencing the design. The international influence is evident in the building's use of reinforced concrete as the primary structural material and the progressive approach to services (it is believed to be the first building in Melbourne to incorporate copper plumbing). The building is in excellent and very original condition with virtually no alterations other than external painting.

Statement of Significance

The Savoy Park Plaza Hotel is of aesthetic significance at a local level as a good and particularly intact example of a commercial palazzo within Melbourne's CBD.

Footnotes:

1 Interview, LM Perrott jr, October 1996.

Other heritage listings

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

²²⁰ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Elms Family Hotel, 267-271
Spring Street, Melbourne 3000**



Figure 395 267-271 Spring Street



Figure 396 267-271 Spring Street from north



Figure 397 267-271 Spring Street, with adjoining 'factory' 1921.

Historical associations with persons or events

Creation or major development date: 1925

Major owners or occupiers: Elms, Emma

Designer(s): James, Harry J

Builder(s): Harford, WEATHERBOARD

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985²²¹: A,B,C,D,E,F): **C**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993²²²: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985²²³: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

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

²²¹ Referenced in the Melbourne Planning Scheme clause 22.04

²²² Referenced in the Melbourne Planning Scheme clause 22.04

²²³ Referenced in the Melbourne Planning Scheme clause 22.04

Statement of Significance

What is significant?

This two storey corner hotel was designed by the architect, Harry James, and built by W.B. Harford for Emma Elms in 1924-1925. It replaced an earlier Elms Family Hotel and, before that, Heffernan's Old Governor Bourke Hotel. Emma Elms was the last of the family to occupy the old Elms Family Hotel before its replacement in 1925. Licensees of the new hotel included Clifford Wort, Mrs Madge Stack, AC Whitehead and for a long period, Mrs Nancy Mellett. Cliff Wort was one of the first to advertise the new hotel's merits stating that it had 'First-class accommodation for visitors.' and noting that he was the former proprietor of the Belfast Hotel, Launceston.

The building is shown in an image from 1950 looking down the infamous Little Lonsdale Street with cast-iron street lamps still in place and the painted sign 'Carlton Ale' on the hotel's corner parapet.

This two storey pressed red brick and render hotel is designed after a stylised Old English or Neo-Tudor mode, with twin high cemented gabled parapet to each street façade, flanked by brick bartizans surmounted by cast cement balls on piers. Upper-level windows are configured as T-shaped pairs with a common lintel over a recessed pair of steel-framed casement windows, each with deeply corbelled brick sills. Cast cement victory wreaths have been applied to panels below each window pair and the parapet panels have diamond motifs. The splayed corner rendered panel bears the hotel name in bas-relief with scrolls top and bottom. Remnant leadlight glazing on the Little Lonsdale Street façade includes coloured and clear lozenge and rectangle shapes arranged in an Arts & Crafts manner. Inside the hotel bar, glazed tiled dadoes possess the original character of the hotel.

Beside the hotel in Spring Street is a separate parapeted red brick former factory-garage wing (1921), with a stepped parapet line ornamented with a moulded cement capping and flanking brick pilasters at each end of the façade: this has new joinery in lower and upper-level openings. The other part of the L-shape building in Little Lonsdale street is a similarly but more simply elevated one and two-storey building. The adjoining former WH Blakeley saw manufactory and a line of former industrial buildings in little Lonsdale Street present a similar character to the corner hotel while the Church of England Mission hall of 1913 in Spring Street is closely related visually and stylistically to the hotel.

The hotel design is stylistically similar to some Sydney Smith & Ogg hotel designs of the era,

and the integrity is high despite changes to ground level joinery (doors, windows), the openings themselves remain unchanged. Given the high integrity, the hotel has social significance for its public use since the 1920s.

How is it significant?

Elms Family Hotel is significant socially, historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

Elms Family Hotel is significant socially and historically for its long use as a public house within the City and its relatively high integrity to that use.

Aesthetically the hotel design is significant as a well preserved and successful custom design in a prevailing architectural style of the inter-war period.

Recommendations

This report recommends that:

- the building and associated land at 267-271 Spring Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**C**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01²²⁴.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

²²⁴ Interiors and trees have not been assessed unless cited otherwise in the place description

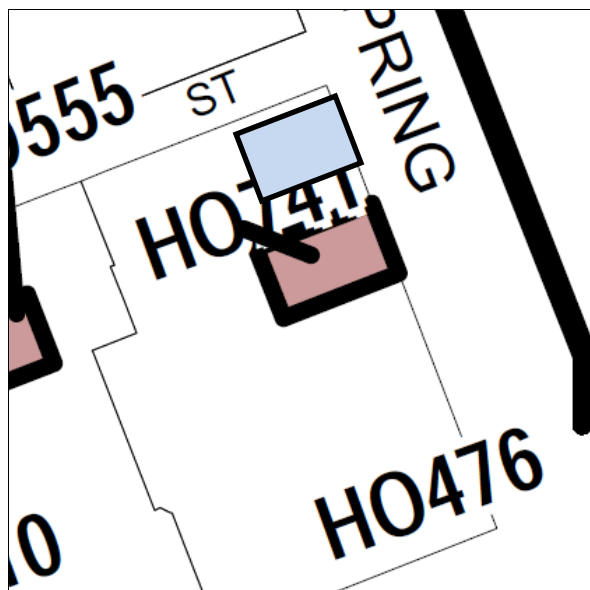


Figure 398 proposed heritage overlay as determined by hotel building



Figure 399 air view of site showing proposed heritage overlay as dotted line (Google Maps)

Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council

Daryl Jackson Evan Walker Architects Pty. Ltd 1976 for Historic Buildings Preservation Council ; Melbourne: the area bounded by Victoria, Spring, Lonsdale and Swanston Sts.. (77): 90 Commonwealth owned- no recommendations, not recommended to NER; notes pressed metal ceilings, says built 1907, hotel there since 1860s, Ms Emma Elms as was owner and Harry McShane occupier in 1907 extended to south c1910

MCC Building Application:

15/7/1924 6518 rebuild hotel £3500

30/8/1921 3563 new garage and factory £2800

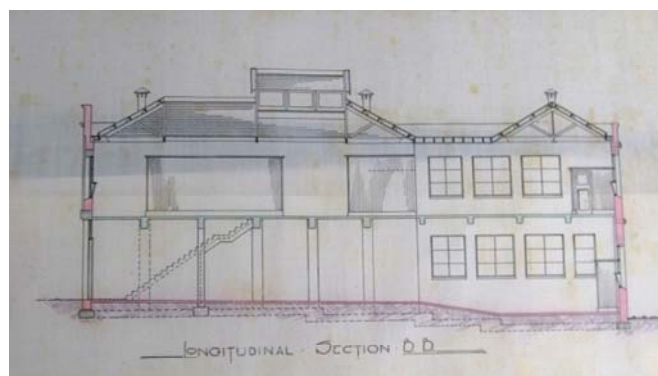


Figure 400 Section through proposed factory Building Permit Application 1921

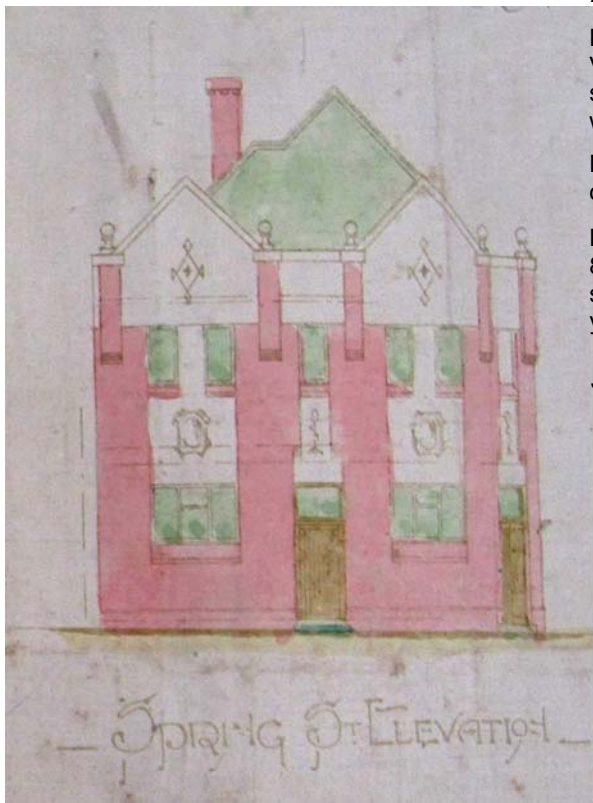


Figure 401 Building Permit Application 1924

I-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include unpainted decorative brickwork; retains evidence of early colours or finishes; elaborate/high standard design of cement rendered surfaces; use of decorative "structural" brickwork; multi-gabled elevations uncommon; old hotel site, i.e.. Old Gov. Bourke Hotel (1850s). Alterations / Recommendations: Addition to south (sympathetic), signs - number and type (inappropriate - remove or reinstate sympathetic alternative), balls at parapet gone (inappropriate - reinstate original design or sympathetic alternative).

Cole Collection

(State Library of Victoria collection :)
EDDY, THOMAS FAUCKNER
Date JAN 1926
WORT, CLIFFORD H
Date MAY 1926.

Barfinder web site

<http://www.barfinder.com.au/duke-of-wellington-6.html>
' Elms Family Hotel on Spring Street lays claim to the longest existing hotel license, but not in the same location'

Mahlstedt fire insurance plan series:

Mahlstedt fire insurance plan 1924- (State Library of Victoria collection:, as amended) Map 8a shows 2 storey building as is with L-shape building on south and west side on Griffin Lane

Mahlstedt fire insurance plan 1910-1923, (State Library of Victoria collection :) - no map 8A

Mahlstedt fire insurance plan 1910-1923 (MUA) plan 8A: Elms Family Hotel -shows earlier building as 2 storey smaller in plan with a small out building in rear yard.

State Library of Victoria



Figure 402 View down Little Lonsdale Street c1950

Image (State Library of Victoria collection :):

[Little Lonsdale Street - north side, looking west from Spring Street corner] [picture]

* Author/Creator: Australia Dept. of Housing and Construction Victoria/Tasmania Region ;

* Date (s): 1950

* Description: photograph: gelatine silver; 12.0 x 15.2 cm. approx.

* Identifier(s): Accession no(s) H81.137/64

* Contents/Summary: Shows Elms Family Hotel.

Australian Architecture Index

Harry J. James, 199 Hoddle St.,

Architect, for Collingwood Shoe Factory, under construction in Easey St., Collingwood. Age 19.9.1933 in RVIA Press Cuttings, 1933-4

Harry J. James

Foresters' Ballroom, Collingwood (VIC) mentioned in advert. Royal Victorian Institute of Architects Journal Jan. 1933, p i

Australia Death Index, 1787-1985

About Margaret Ellen E Elms
Name: Margaret Ellen E Elms

Heritage Assessment of 267-271 Spring Street, Melbourne

Death Place: Footscray, Victoria
Age: 71
Father's name: John Humphreys
Mother's name: Mary
Registration Year: 1966
Registration Place: Victoria
Registration Number: 6916

'The Argus'

2 July 1926

'ELM'S FAMILY HOTEL, cor. Spring and Little Lonsdale Streets., Melb. First-class accommodation for visitors.

Cliff H. Wort, Proprietor (late Belfast Hotel, Launceston). Terms moderate. . .'

7 August 1928 Death

' Elms Family Hotel, Spring street, Melbourne. Kathleen Rose, dearly beloved wife of Clifford Wort.

May her soul rest in peace.

WORT. - On the 6th August, at Elms Family Hotel, Spring street

(Kath), loving daughter of Annie and the late James Sherry (formerly of Albury), and loving sister of Kate (Mrs. J. Crowley), Nellie (deceased), Jack. Lily (deceased). Annie (Mrs. J. Curley), May (Mrs...'

Wednesday 19 March 1930

' LICENSING PROSECUTIONS.

City Hotelkeepers Fined.

Madge Mary Stack, licensee of the Elms Family» Hotel Spring street,...' selling liquor wrongly labelled

Tuesday 22 January 1935: Licence AC Whitehead to Grace Ellen Gibson

Tuesday 17 March 1936: Licence from Grace Gibson to Nancy Mellott

16 July 1951

MELLOTT-On July 15 John Charles loved brother-in-law of Harry Aldred (on July 15 John Charles loved brother of George and Nancy Mellott of Elms Family Hole) Spring street Melbourne - To know him was to love him

7 March 1953

LICENCE- I Nancv Mellett the bolder of a Victualler s licence for Elms Family Hotel in Spring street Melbourne In the Melbourne Licensing District and .. Valentine John Ferguson and Gladys May Ferguson both of 34 Droop street Footscray hereby give notice that we will APPLY. to the Licensing Court at Melbourne on Monday the 16th day of March 1953 for the TRANSFER of the» LICENCE to the said Valentine John Ferguson on behalf of himself and the said Gladys May Ferguson carrying on business In partnership under the firm name of V J & G M Ferguson

Dated 4th March 1953..'

Sands & McDougall Melbourne or Victorian Directories

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

(D1880 183 Old Governor Bourke hotel , Heffernan, J.

(D1910 269-271 Elms Family Hotel Henry McShane

(D1920 269-271 Elms Family Hotel Mrs Mabel McShane

(D1924 269-271 Elms Family Hotel Miss E Elms

(ER1924-1925 (Gipps Ward, Melbourne) Emma Elms home duties 269 Spring St, ER1926 Elms not there

D1930 267-271 Elms Family Hotel Mrs Madge Stack

Little Lonsdale- Robertson, RS - motor and general engineers.

D1935 267-271 Elms Family Hotel AC Whitehead

(no Little Lonsdale listing)

D1939-D1950 Elms Family Hotel Mrs N Mellett

(no Little Lonsdale listing)

Municipal rate records

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

No search carried out.

Relevant thematic history extract

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

Lewis, Miles and others (1995) *Melbourne- the City's history and development* 61

'4.2 BOOM AND BUST SOCIAL DEVELOPMENT

Central Melbourne was still to a significant extent a residential area, and it was occupied largely with terraces, lodging houses and medium density accommodation, whose occupants occupied much of their leisure outside the home. The hotels, which were very numerous and mostly very small, played a much greater role in social life than they were to do in the 20th century.'

Comparative examples

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

and creation date. The values identified in the 1985 assessment have been maintained.

Selected Capital City Zone hotels of the 1920s:
Street Number Name Date

- Spring Street 267-271 Elms Family Hotel 1925
- Spencer Street 66-70 Batman's Hill Hotel 1926
- Flinders Street 508-510 Waterside Hotel 1926
- La Trobe Street 293-299 Duke of Kent Hotel, former 1929

Other heritage listings

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

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 267-271 Spring Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of (scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 267-271 Spring Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay²²⁵.

The building at 267-271 Spring Street was assessed in this review and graded **C** on an A-E individual building scale.

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

No citation provided.

²²⁵ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Cann's Pty. Ltd. building, 135-137
Swanston Street, Melbourne
3000**



Figure 403 135-137 Swanston Street



**Figure 404 135-137 Swanston Street, view of west
and south elevations**



Figure 405 altered ground level

**Historical associations with persons
or events**

Creation or major development date: 1919-
1920, 1934

Major owners or occupiers: Canns Pty. Ltd.

Designer(s): Barnet, Nahum; Barlow, Marcus (1934)

Builder(s): Reinforced Concrete & Monier Pipe Co
Pty. Ltd.

Place evaluation

Building grading and streetscape level 1985
(Central Activities District Conservation Study
1985²²⁶: A,B,C,D,E,F): **C 3**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District
Conservation Study 1993²²⁷: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities
District Conservation Study 1985²²⁸: A,B,C,D,E):
C

²²⁶ Referenced in the Melbourne Planning Scheme clause
22.04

²²⁷ Referenced in the Melbourne Planning Scheme clause
22.04

²²⁸ Referenced in the Melbourne Planning Scheme clause
22.04

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

This originally five-level retail and office building plus basement was constructed in 1919-1920 by the Reinforced Concrete & Monier Pipe Co Pty. Ltd. for drapers Cann's Pty Ltd. to the design of prolific commercial architect, Nahum Barnet. The ground level was a series of showcases and there was a mezzanine floor, with an open light well to the ground level retail floor. Stair and lift shafts were located at the back or west wall, freeing up the typical floor for subdivision; an extra storey was added during construction.

Two additional storeys were added in 1934, this time to the design of the eminent designer, Marcus Barlow, who created a major and nearby part of Swanston Street to the south with his highly significant Manchester Unity (1932) and Century Buildings (1938), both on the Victorian Heritage Register. His addition for Cann's was in his trademark Jazz Moderne style but nonetheless is sympathetic to the original neo-Baroque character design. Vertical ribs or streamlines on spandrels replace the original cement Baroque motifs, with a zigzag parapet profile, and there is the archetypal flagpole at the corner. Staff luncheon rooms were located in a pent house on the new roof. The additional storeys are indicative of the quick recovery of commercial building in the City after the Great Depression.

Cann's building is a good example of a retail and office development, executed initially in a neo-Baroque mode. The building is rendered and rusticated throughout, being originally finished in a natural cement grey, similar to the existing. The design centres upon a curved corner bay-window element, with some multi-pane glazing, set above the intersection of Swanston and Little Collins

Streets with further canted bays or oriels along the Swanston Street facade. Curved spandrels at each corner bay are adorned with decorative rectangular panels in a stylised Baroque fashion. A horizontally undulating cornice with cement scrolls ties the composition together at the original roof line. Original glazing and joinery appears to have survived throughout the upper storeys as does the cast-iron balconette balustrade at first floor level. The west elevation onto the lane is plainly treated.

Barnet specialised in tall thin sometimes corner (Altson's Building) City buildings achieving a deal of publicity for his narrow frontages in the national 'Building' periodical, particularly in the Edwardian-era. He was also a devotee of reinforced concrete construction, as in this building.

Marcus Barlow's adjacent Century Building has been described as his finest Streamlined Moderne example, cementing his reputation as one of Melbourne's most prominent commercial architects of the inter-war period and as one of the leading exponents of Jazz and Streamlined Moderne as seen in Cann's and the Century Buildings.

The ground floor has been altered but the building's upper level is very intact to its 1930s state at the upper levels. Largely concealed roof top additions and a new awning undertaken have been added in the recent past.

The building relates to the adjoining Fauls Buildings which has similar canted façade bays and the significant inter-war commercial streetscape to the south.

How is it significant?

Cann's building is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

Cann's building is of aesthetic significance as a retail and office development in a successful fusion of the neo-Baroque and Moderne styles within Melbourne's CBD, as part of a triptych of Marcus Barlow designs along Swanston Street and as part of a highly significant Edwardian-era and inter-war commercial streetscape that extends from the Leviathan Building at the Bourke Street corner, down Swanston Street to the Nicholas Building at Flinders lane.

Historically, the building is also closely associated over a long period with Cann's Pty Ltd, one of the household names in drapery retailing of the inter-war and immediate post-Second War period when Melbourne City was the retail centre of Victoria. The staged construction of the building is also a testimony to the boost in retail sales in the 1930s after the Great Depression.

Recommendations

This report recommends that:

- the building and associated land at 135-137 Swanston Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01²²⁹.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

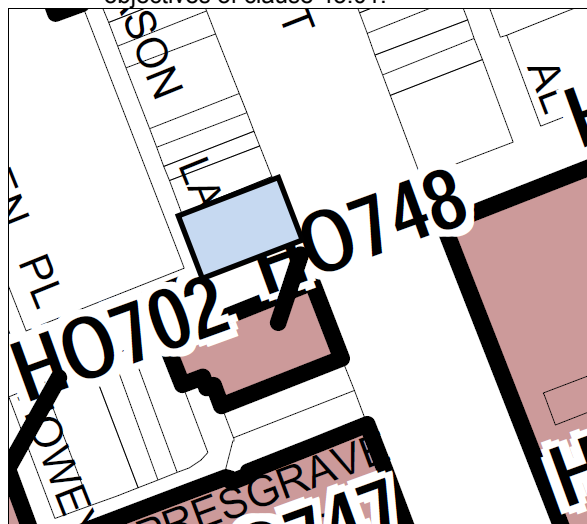


Figure 406 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

Recommended for the Victorian Heritage Register? No.

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Building Permit Application

Building Permit Application 1919,1798: 11 Feb, estimated value £16,000 'shop, showrooms etc' - search within series no drawings found but admin file accessed? Building Permit Application 3402 10/6/1921 - 'Cann's' Sign drawing Reference on index card to 258-262 Lt Collins Street with duplicate entries.

Building Permit Application 1919, 1798 file: E/B= Reinforced Concrete & Monier Pipe Co Pty. Ltd. (Monash supervising) , A- Nahum Barnet;

Building Permit Application Nov 1934: 15871 £9787 additions

Building Permit Application 3086: partitions in shop built by T Budgeon.

I-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 : Building Identification Form (BIF): Canopy re clad (sympathetic), air units added (inappropriate - remove or reinstate sympathetic alternative), shopfronts altered (inappropriate - reinstate original design or sympathetic alternative). Other Comments: Built in Edwardian period and extended later. NW corner site 260 Lt Collins Street

²²⁹ Interiors and trees have not been assessed unless cited otherwise in the place description

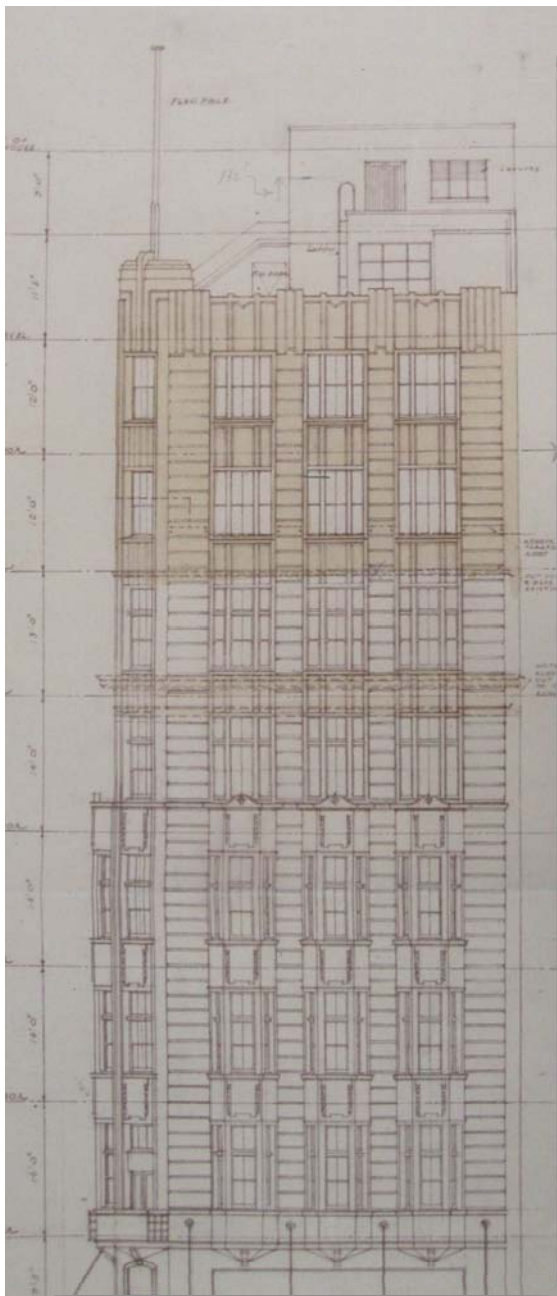


Figure 407 Building Permit Application 1934 added levels

Reinforced Concrete & Monier Pipe Construction Co. Ltd Collection

MU Archives Collection Name: Reinforced Concrete & Monier Pipe Construction Co. Ltd

Construction of Cann's Building, Swanston St, Melbourne <http://trove.nla.gov.au/work/12397313>

258-262 Swanston Street (sic), Melbourne; Cann's building; Reinforced Concrete & Monier Pipe Construction Co. Ltd

Summary

Cann's building was constructed in 1919. It is located at 258-262 Swanston St, Melbourne for Cann's Drapers. The photograph shows the work at basement level with basement columns formed and possibly cast. Historical note: John Monash ran a successful engineering business from 1894 to 1914, while pursuing a parallel career in the Citizen Military Forces. Initially in partnership with J.T.N. Anderson until 1904, the Reinforced Concrete and Monier Pipe Construction Co. Ltd was founded by Monash in Melbourne in 1905 and pioneered reinforced concrete construction in Victoria. The company produced many buildings, bridges, water-tanks and silos using this type of construction in Victoria and South Australia.

'The Argus'

6 May 1918 Financier, Maritime ...

135 Swanston Street, Corner Little Collins and Swanston Streets,

LENDs MONEY to Anyone Requiring ...

Assistance, telephone Central 3122.

Australian Architecture Index

Marcus R BARLOW & Associate Photograph of interior-store of Cann's Pty. Ltd., Swanston St Royal Victorian Institute of Architects Journal May 1940, p 40

Nahum Barnet.

Notice of Barnet's death. Obituary. Served articles with Terry & Oakden and commenced practice in the late 1870s. Latest building was Jewish Synagogue in Toorak Road, South Yarra. Royal Victorian Institute of Architects Journal Sept 1931, p 112

Mahlstedt fire insurance plan series:

Mahlstedt 1924-1947: block 11: Cann's Ltd drapers, 6 levels reinforced concrete.

Mahlstedt 1948-: block 11: 9 levels and basement reinforced concrete.

Barlow

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

'MARCUS BARLOW, ARCHITECT

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

Sands & McDougall Melbourne or Victorian Directories

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

D1920, 1924, 1930, 1935 Cann's Pty. Ltd. ladies drapers

D1915 various split addresses, one 2 floors

Municipal rate records

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

No search carried out.

Relevant thematic history extract

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

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

6.3 THE NEW IMAGE

CITY ECONOMY

The decline in industrial production during the Depression was halted in 1932, and in the next two years the number of factories increased by 5% and the average number of employees by 5.1/2%. Much of this industry was still in the heart of Melbourne, and the improvement was sufficient to mitigate the gloom which might otherwise have overwhelmed the centennial celebrations. The 1930s saw a massive upgrading of city retailing, beginning in the Depression, and accelerating during the recovery. Coles had already extended its Bourke Street store in 1930, and Woolworths built a new store on the site of the Britannia Theatre in 1932. The number of small shops available for lease multiplied with the trend to build arcades in the base of new buildings, such as Block Court in 1930, Howey Court in 1931 and the Australia Arcade in 1938, beneath the rebuilt Australia Hotel. Myers embarked upon a large scale redevelopment. In 1925 they had acquired the freehold of the drapers Stephens & Co., next to the General Post Office and in 1928 that of Robertson & Moffat. This allowed a complete redevelopment of these sites together with the existing Myer store, the bulk of which took place in 1931-3. The result was a modern, vertically finned façade with a full-width strip of display windows without any street awning. Even this was only part of an overall program involving work in Little Bourke Street and the installation of lifts and escalators internally.

After the Second World War the retail dominance of the central city was as high as ever. It accounted for 40%

of retail spending and about one third of retail trade employment in the metropolis. Citizens of greater Melbourne still bought the majority of their clothing, furniture, household equipment and motor vehicles in the central area, though only a very small percentage of their food..'

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained and extended by additional historical background.

Selected Bernet designs in the Capital City Zone after World War One:

Name Number Street Date

- Display Block 313-315 Little Collins Street 1921
- Ezywalkin Building, later Swanston House 163-165 Swanston Street 1921

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 135-137 Swanston Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 135-137 Swanston Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of

potential individual heritage merit in the Capital City Zone but outside of the heritage overlay²³⁰. The building at 135-137 Swanston Street was assessed in this review and graded **C** on an A-E individual building scale.

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

History and Description

135-137 Swanston Street was constructed c.1919 1 as a four storey office building. The designer and builder are not known. It is a good example of a retail/office development executed in the neo baroque mode. The four-storey building is rendered and rusticated throughout. The design centres upon a curved bay window element above the intersection of Swanston and Little Collins Streets with further bays along each of the facades. Curved spandrels at each bay are adorned with decorative rectangular panels. A horizontally undulating cornice ties the composition together a the roof line. Original glazing and joinery appears to have survived at throughout the upper storeys. Four additional storeys were added c.1940. 2 They adopt a simpler but nonetheless sympathetic style. Less sympathetic but largely concealed rooftop additions have been undertaken. in the relatively recent past. The ground floor has been altered but the building is very intact to its c.1940 state at the upper levels. The building is in good condition.

Statement of Significance

135-137 Swanston Street is of aesthetic significance at a local level as a stylised example of an office development in the neo baroque mode within Melbourne's CBD.

Footnotes:

1 MCC Building permit No 1798, 11 February 1919, Erection of shop £16,000

2 MCC Building permit No 41742, 17 November 1940, Alterations £10,000.

Other heritage listings

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

²³⁰ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Swanston House, Ezywalkin
Boot shoe and Slipper Store,
163-165 Swanston Street,
Melbourne 3000**



Figure 408 163-165 Swanston Street



Figure 409 163-165 Swanston Street

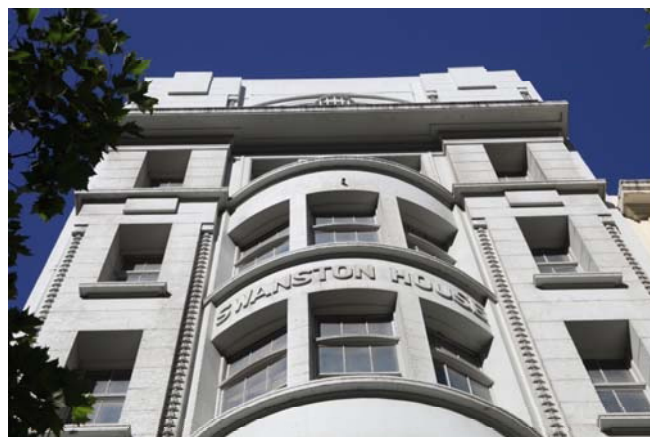


Figure 410 163-165 Swanston Street upper level

Historical associations with persons or events

Creation or major development date: 1921

Major owners or occupiers: Ezywalkin Company Pty Ltd

Designer(s): Barnet, Nahum

Builder(s): Robertson, AB Elsternwick

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985²³¹: A,B,C,D,E,F): **C 3**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993²³²: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985²³³: A,B,C,D,E): **C**

²³¹ Referenced in the Melbourne Planning Scheme clause 22.04

²³² Referenced in the Melbourne Planning Scheme clause 22.04

²³³ Referenced in the Melbourne Planning Scheme clause 22.04

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

Statement of Significance

What is significant?

Swanston House was constructed by AB Robertson at an estimated cost of £18,000 for the shoe retailer, Ezywalkin Company Pty Ltd, in 1921 to the design of the prolific and important commercial architect, Nahum Barnet. The reinforced concrete building had six upper-levels, ground floor and basement. Each floor was served by a concrete encased lift, entry stair and concrete encased timber escape stair at the rear corner of the building that also provided lavatory access. The ground level had deep retail show cases with a recessed entry to allow after hours shopping via a maximised glass display area. Pavement lights offered daylight to the basement and a cantilever awning gave shelter over the pavement. An internal balcony ran the full length of the ground level as a mezzanine or 'Gallery' leading to superintending office space at the rear that overlooked the retail floor. The roof was flat and accessible. Indicative of the minor boom in retailing at this immediate post First War period were the planned extra two levels that were never built.

Opening in October 1922 the NEW BOOT, SHOE, and SLIPPER STORE's large display advertising boasted many slogans: 'To-day is the day and 9 a.m. the time, so be with us, as we always back our promises with performances... See our Displays - Compare Quality - Marvel at the Prices-and remember-we guarantee Fair Wear or a Free Pair... at Factory to foot prices' and 'Made in Our Own Factory'. The Ladies Department was on the first floor, 'to which an efficient lift service' was provided and Gentlemen's and Children's Department were just inside the door on the ground floor: 'Our Stocks are tremendous in all departments and a staff of experts is waiting to wait on you'. Proximity of the

store to Myer and the Leviathan was a key factor in the store's success, as the emerging retail centre of Melbourne.

Walter David Cookes established the Ezywalkin Shoe Company Pty Ltd in 1901. Originally from Bombala, New South Wales, Cookes started with John Hunter & Co. in Perth (1895-1900) but later joined with T.O. Gaze to commence a shoe store in Freemantle (Ezywalkin). The Melbourne factory was established in 1910, becoming a separate company in 1912. In that year, the first Ezywalkin boot and shoe store was opened in Melbourne and another in Adelaide (1913), run by a separate arm of the firm. He was also director of the Clifton Shoe Co. Pty Ltd and aided the founding of the Boot and Shoe Manufacturers Association in 1910.

Despite his rapid rise in the business world, Cookes was also deeply involved with the rationalist and socialist movements in the 1920s. Cookes backed the Rationalist Association of Victoria, and brought John Langley over from Western Australia as association secretary and lecturer in 1918. His intention was to revitalise Victorian rationalism using Langley's skill and knowledge: he was treasurer of the Rationalist Association of Victoria from November 1919 until July 1921, when he resigned because of the pressure of business including the opening of this store. Even after this date he provided resources such as use of his Rolls Royce to organise speaking tours by international rationalist identities at Geelong, Bendigo and Ballarat, all of the large provincial cities in Victoria. Cookes moved to establish the new journal, 'the Rationalist' in 1924 and was from 1925 a foundation director of the newly formed and incorporated Rationalist Association of Australia Limited.

The Ezywalkin factory was in Clifton Hill and there was an extensive network of Ezywalkin shops in Australia. Ezywalkin was also advertising in Adelaide and Western Australia during the 1920s. This was a shoe retailing and manufacturing firm that continued until Coles entered the footwear business by purchasing Ezywalkin and when Edward Fay Pty. Ltd. in 1981.

This retail and office development is notable for its boldly modelled rendered concrete façade distinguished by a central projecting oriel bay rising through the intermediate four storeys of the building to a novel arrangement of arches and projecting cornices at the roof line. The ruled cement façade also features unusual floral devices in the form of suspended garlands and the name of the building (Swanston House) in raised lettering midway up. The ground floor has been extensively modified but the building is

otherwise in good and largely intact condition including the upper-level timber framed windows.

The Ezywalkin Building is complementary to the significant adjoining Leviathan Building, at the Bourke Street corner, as part of a highly significant inter-war streetscape that extends down Swanston Street to the Nicholas Building at Flinders Lane.

How is it significant?

Swanston House is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

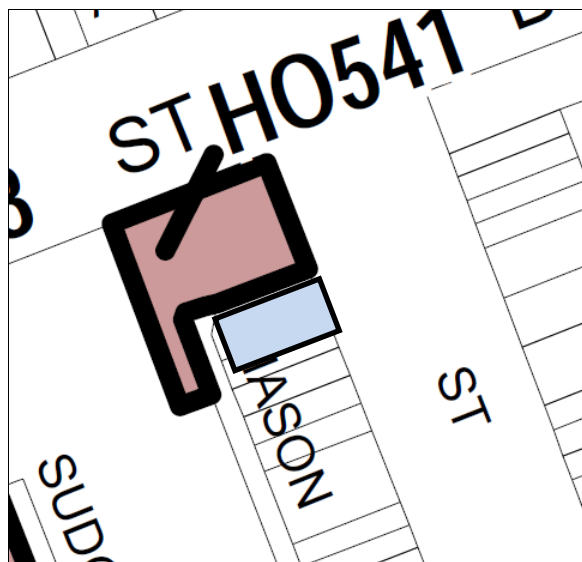
Swanston House is of aesthetic significance for its unusual modelled street façade and as a contributory part of a highly significant Edwardian-era and inter-war commercial streetscape that extends from the Leviathan Building, at the Bourke Street corner, down Swanston Street to the Nicholas Building at Flinders Lane.

Historically Ezywalkin was a household name in retailing in Swanston Street when the Capital City Zone was Victoria's premier retailing centre. The building's creation also has close links to the personal history of noted businessman and rationalist, Walter Cookes.

Recommendations

This report recommends that:

- the building and associated land at 163-165 Swanston Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01²³⁴.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.



Interior elements

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

Victorian Heritage Register

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

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

²³⁴ Interiors and trees have not been assessed unless cited otherwise in the place description

I-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include supported shop verandah Alterations / Recommendations: New shopfront (inappropriate - reinstate original design or sympathetic alternative).

Albany Public Library:

Ezywalkin Boot and Shore Shop - Large Advert for factory to foot - exhibition. 4-11-1925

Cookes

Victorian Heritage Database (VHD): Butler, G, 1985, Heidelberg Conservation Study place history:

'This house was built by F.W. Hollis for shoe manufacturer, Walter D. Cookes in 1920 and cost £3,700.

Walter David Cookes established the Ezywalkin Shoe Company Pty Ltd in 1901. Originally from Bombala, New South Wales, he started with John Hunter & Co. in Perth (1895-1900) but later joined with T.O. Gaze to commence a shoe store in Freemantle (Ezywalkin). The Melbourne factory was established in 1910, becoming a separate company in 1912. In that year, the first Ezywalkin boot and shoe store was opened in Melbourne and another in Adelaide (1913), run by a separate arm of the firm. He was also director of the Clifton Shoe Co. Pty Ltd and aided the founding of the Boot and Shoe Manufacturers Association in 1910.'

National Library of Australia: Trove

Walter Cookes

Subjects: Cookes, Walter.; Footwear industry -- Australia

Summary: Bust, to left, 90 year old governing director of Ezywalkin shoes. Shoes in foreground.

Bookmark <http://trove.nla.gov.au/work/10988220>

RALPH BIDDINGTON (Ralph Biddington an historian and a member of the committee of the Rationalist Society of Australia.) 'James Humphrey Skerry: The unremarked rationalist leader 1898-1971':

'...By 1925 Skerry had passed the necessary examinations entitling him to establish a private business called J Humphrey Skerry, Accountant, 271 Collins Street, Melbourne. While studying accountancy Skerry worked in a number of commercial offices, and certainly had connections with the Ezywalkin Shoe Company owned by Walter Cookes. He later had significant contracts with Cookes, and knew him well personally, but from all accounts their relationship was friendly and businesslike but not close. Walter Cookes was a devoted rationalist and socialist in the 1920s. He owned the Ezywalkin Shoe Company, which had headquarters in Clifton Hill and an extensive network of shops. He was instrumental in backing the Rationalist Association of Victoria, and brought John Langley over from Western Australia as secretary and lecturer in 1918. The intention was to revitalise Victorian rationalism using Langley's skill and knowledge.

'The Argus'

Saturday 9 April 1921

Tenders called by Barnet for 7 storey building 163-165 Swanston Street for Ezywalkin Pty Ltd.. Quantities by JA Wood and Son.

Saturday 21 October 1922

Showrooms and offices shortly available for lease on the 5th and 6th floors Swanston House

- Ezywalkin 52 Elizabeth St

Monday 30 October 1922

(Opening Day)

'Doors Open as the Post Office Clock Strikes 9
EZYWALKIN'S
NEW BOOT, SHOE, and SLIPPER STORE *
SWANSTON STREET
(next door to Leviathan)

The whole family catered for at our

"Factory to Foot" Prices

To-day is the day and 9 a.m. the time, so be with us, as we always back our promises with performances
See our Displays-Compare Quality-Marvel at the Prices-and remember-we guarantee Fair Wear or a Free Pair

12/9 EZYWALKSN,

Ladies' White Canvas Lace Shoes.

Smart Snappy Lace-Covered Cuban heel Also In Courts-and the Latest Fashionable Two Strap
SWANSTON STREET.

Branches.

52-54 Elizabeth Street, City.

260 Smith Street, Collingwood

Clarendon Street, South Melbourne.

...19/ 6 Ladies' White Buck Courts.

Pump Sole-Louis Heels

Good Fitting Extended Last

14 /9 Ladies' White Canvas Sport Shoe.

Buck Cap Strap and Facings Fitted With Covered Low Heel

Big Things For Little Feet

White Buck Ankle Strip and One Birs

4 /11 Tan Calf Sandals..

White Buck Sandals...Wetted Soles Sizes 3 4 5 6

7/ 11 - Girls' Patent Merrie Maid Shoes - 7/11

The Famous Piddle Brand-Firm Sewn Soles-Girls Wear Them Everywhere-Sizes 7 to 3 7 II IO to 13 II , to 3 IO 6

Ladies' Tan Willow Calf Oxfords

On Spot Shape-Finished With Low Heels

A Beautiful Wilkin Shoe

Men's Box Calf Lace Shoes.

Full Cut Galoshes-On Nobby Last A Real Bonzer

Ladies' Patent Colt Oxfords.

White Lined-The Ever Popular Cuban Heel *

Comfortable Fitting Shoe

No Limit to Value

23/ 6 Ladies' Grey Kid Lace Shoes

Pump Solos-Shapely Cut and Heel A Finish to Smart Dressing

18/9 Ladies' Black Suede Tivoli Tie.

Pump Sole-Covered Half Louis Heels

Made in Our Own Factory

Child's Patent Sandals.

Wetted Soles-Built on Natural Shape
...Ladies' Slippers.
Felt Uppers-Chrome Sole-Pom
Trimming 2/11
Others in Selected Felt Leather and Chrome Soles with or without heels
Ladies Department on the first floor, to which an efficient lift service is provided
Gentlemen s and Children s Department is situate just inside the door on the ground floor
Our Stocks are tremendous in all departments and a staff of experts is waiting to wait on you
...Made from Selected Snoduclt Solid White Rubber Soles, and Heels - As Worn at America s Most Famous Watering Place Palm Beach

...

EZYWALKIN

The Firm that undersells 165 SWANSTON STREET, CITY

Branches: 52-54 ELIZABETH STREET, 260 SMITH STREET, 300 CLARENDON STREET, SOUTH MELBOURNE.'

'The Argus': 1922 advertising -Sepps wine café in basement advert fine wines, furnished in Tudor style, great carpets, lighting, also showrooms available on 6th floor of SH

Building Permit Application

Building Permit Application 1921,3310:

Builder, designer, owner; 'shops & Dwellings' est cost £18,000

Sands & McDougall Melbourne or Victorian Directories

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

D1930 Swanston House, list of tenants

D1924 Swanston House lists 6 floors

(D1920 Evans Fruiterer)

Municipal rate records

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

No search carried out.

Relevant thematic history extract

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

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

'6.3 THE NEW IMAGE

CITY ECONOMY

The decline in industrial production during the Depression was halted in 1932, and in the next two years the number of factories increased by 5% and the average number of employees by 5.1/2%. Much of this industry was still in the heart of Melbourne, and the improvement was sufficient to mitigate the gloom which might otherwise have overwhelmed the centennial celebrations. The 1930s saw a massive upgrading of city retailing, beginning in the Depression, and accelerating during the recovery. Coles had already extended its Bourke Street store in 1930, and Woolworths built a new store on the site of the Britannia Theatre in 1932. The number of small shops available for lease multiplied with the trend to build arcades in the base of new buildings, such as Block Court in 1930, Howey Court in 1931 and the Australia Arcade in 1938, beneath the rebuilt Australia Hotel. Myers embarked upon a large scale redevelopment. In 1925 they had acquired the freehold of the drapers Stephens & Co., next to the General Post Office and in 1928 that of Robertson & Moffat. This allowed a complete redevelopment of these sites together with the existing Myer store, the bulk of which took place in 1931-3. The result was a modern, vertically finned façade with a full-width strip of display windows without any street awning. Even this was only part of an overall program involving work in Little Bourke Street and the installation of lifts and escalators internally.

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

'Victorian Year Book' (VYB) 1973: 369

(Retailing)

'By the early 1920s the centre of activity in retailing in Melbourne had come to be located in Bourke Street, where the Myer Emporium had become an important attraction. A marked change in the city's shopping pattern occurred in 1916 possibly as a result of a new type of newspaper advertisement-the introduction of "star bargains". They were offered on Mondays, a time traditionally dull for business. The importance of advertising in retail trade was growing steadily. A new impetus in retailing also resulted from a change in customer tastes and buying habits and in the increasing variety and volume of goods available and demanded. A wider range of domestic appliances-both electrical and non-electrical-made retailers aware of the possibility of sales through newspaper advertising and window displays. Although newspaper advertising had been used previously, its range, style, and format changed towards recognisably modern layouts...

The geographical pattern of retailing in Melbourne has changed over the years. Since the mid-1950s, the

actual level of retail sales in the Melbourne city area has risen, but retail sales made in the remainder of the metropolitan area have increased to a much more marked extent. This trend has undoubtedly been influenced by the establishment of regional shopping centres and suburban supermarkets, together with increased facilities for motor car parking in suburban areas. It is also indicative of the ability of the Victorian distribution sector to adapt itself to changes in the pattern of life experienced by the consumers of their goods.'

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained and extended by additional historical background.

Selected Barnett designs in the Capital City Zone after World War One:

Name Number Street Date

- Display Block 313-315 Little Collins Street 1921
- Ezywalkin Building, later Swanston House 163-165 Swanston Street 1921

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 163-165 Swanston Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 163-165 Swanston Street was assessed in this review and graded C on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay²³⁵. The building at 163-165 Swanston Street was assessed in this review and graded **C** on an A-E individual building scale.

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

History and Description

163-165 Swanston Street, was constructed c.1920. Although essentially a simple retail and office development, it is notable for its boldly modelled façade. The street elevation is distinguished by a projecting bay rising through the intermediate four storeys of the building to a novel arrangement of arches and projecting cornices at the roof line. The façade also features unusual floral devices and the name of the building in raised lettering at above the third floor. The ground floor has been extensively modified but the building is otherwise in good and largely intact condition.

Statement of Significance

Swanston House is of aesthetic significance at a local level of note for its unusual modelled building facade.

Other heritage listings

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

²³⁵ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

George Evans shop and residence row, 309-325 Swanston Street, Melbourne 3000



Figure 411 309-325 Swanston Street



Figure 412 309-325 Swanston Street in context with John Knox Church.



Figure 413 309-325 Swanston Street



Figure 414 309-325 Swanston Street, south end



Figure 415 309-325 Swanston Street, upper level detail, shell motifs and inverted consoles.

Historical associations with persons or events

Creation or major development date: 1850-1

Major owners or occupiers: Evans, George; William Hawkins; Dillon, James

Designer(s): Unknown

Builder(s): Evans, George

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985²³⁶: A,B,C,D,E,F): **C 2**

²³⁶ Referenced in the Melbourne Planning Scheme clause 22.04

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993²³⁷: A,B,C,D,E): **B**

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

Building grading level 2011 (Central Activities District Conservation Study 1985²³⁸: A,B,C,D,E): **B**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

B.2 Rarity

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

Statement of Significance

What is significant?

This two-storey shop and dwelling row is on land first purchased by Port Phillip speculators TB Payne, Hugh Glass & JS Brodie, along with their purchase of many other nearby allotments. This corner allotment to Little Lonsdale Street (CA 9/28) sold for a large £270.

In 1847-8 Hugh Glass sold this site to pioneer Port Phillip District pastoralist George Evans for £111/12/6, along with other lots. Evans mortgaged the property for £100 in 1848 and repaid the mortgage in 1852 when he began a 7 year lease to Samuel Furneaux Mann senior of 197 Swanston (part of today's row). In the same year Evans sold the property to William Hawkins for a substantial £5500, indicating that this building row was in place.

The row was described in rate records of 1851 as seven 3 and 4-room brick houses, two as shop and house, and another with a 4 stall stable. Occupiers then included Jeremiah Bone, Henry Montgomery, John Ride; a shop, oven and

bakehouse; Jane Hopper (house of 4 rooms and kitchen); John O'Sullivan and Charles Collyer. Owner of the row, William Hawkins, occupied a store adjoining to the south. Hawkins' property went to his widow, Alice Hawkins after his death in 1865.

Launceston builder, George Evans (the first owner of this row) and his party founded the settlement that became Melbourne on 29 August 1835, after travelling on JP Fawkner's ship 'Enterprize' from Launceston to Port Phillip. The 'Enterprize' party was led by Captain John Lancey with Evans and his servant Evan Evans, carpenters William Jackson and Robert Hay Marr, ploughman Charles Wise and blacksmith James Gilbert and his wife Mary. By 1836 Evans had occupied the grazing property now known as Emu Bottom near Sunbury and in 1851 William Mortimer sold the Royal Oak Hotel, at the Queens and Latrobe Streets corner, to Evans for a handsome £2400. This sum presumably came from part of the sale proceeds of the Swanston Street house and shop row. At his death in 1876, Evans was described as one of the 'earliest pioneers of Melbourne'.

This shop and dwelling row is designed in a rare Regency style within the Capital City Zone. With cemented façade and face brick rear walls, Regency detailing on the row includes the shell motif in the tympanum of upper-level windows (some gone), inverse scrolls either side of the parapet orb, brackets at the top of the pilaster blocks at first floor level, inverse consoles terminating pilasters above the upper-level impost line, and boldly formed scrolling to the upper-level window architraves. The row is adjacent to the significant John Knox's Church, Charles Webb's design of 1863 (replacing an earlier church) and it backs onto the important Sniders & Abrahams factory warehouse complex.

All shopfronts have been replaced and a new shopfront introduced to the Little Lonsdale Street elevation. Some shell motifs have been removed from the upper-level windows. However, sufficient original fabric remains to allow restoration of this row.

How is it significant?

Evans shop and residence row is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

The Evans shop and residence row is historically significant as perhaps the earliest of its type in the Capital City Zone. The historical link with Port Phillip pioneer George Evans is also notable as one of his first major development projects in his transition from pastoralist to City developer.

²³⁷ Referenced in the Melbourne Planning Scheme clause 22.04

²³⁸ Referenced in the Melbourne Planning Scheme clause 22.04

Evans was among the first settlers to set foot in what was to be Melbourne town in the 1830s.

Aesthetically the row possesses rare Regency style cement detailing, as a precursor to the more mainstream Italian Renaissance revival of later cemented commercial façades in the Capital City Zone.

Recommendations

This report recommends that:

- the building and associated land at 309-325 Swanston Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01²³⁹.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

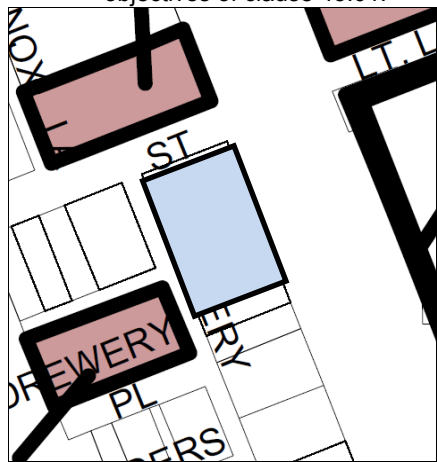


Figure 416 proposed heritage overlay

Interior elements

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

Victorian Heritage Register

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

²³⁹ Interiors and trees have not been assessed unless cited otherwise in the place description

Recommended for the Victorian Heritage Register? No.

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

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

Historic Buildings Preservation Council

Willingham, Alan 1976. A survey of Historic buildings in Area no. 3 of the Central Business District Melbourne (for the Historic Buildings Preservation council) (83), page 16 once fine row of 2 storey shop 16x75' lots, now defaced- relates to adjoining church and Lt Lonsdale Street streetscapes;

i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): No. 309 New shopfront (sympathetic - reinstate original design), tympanum detail gone upper windows (inappropriate - reinstate original design), air units and awning added (both inappropriate - remove or reinstate sympathetic alternative), verandah gone and windows painted over (both inappropriate - reinstate original design or sympathetic alternative), upper level signs new (inappropriate - remove or reinstate sympathetic alternative). Other Comments: **CBD** notes streetscape proximity to church; earlier date likely - see Bibb's map (c1856)

Building Permit Application

MCC Building Permit Application 13/6/1850, 194 B/O= Geo Evans, 2 storey house, fee £2/10/- (also 1853, 406: 7 houses and store in Swanston Street north for William Abercrombie by Joseph Thompson fee £11)

Titles

VTO- RGO

Heritage Assessment of 309-325 Swanston Street, Melbourne

SN 24128

- 1847-8 Hugh Glass sells site to George Evans 63'x70' for £154/14/, 1848 47x70' to Evans for £111/12/6 (site)
- 1848 GE mortgage £100 repaid 1852
- 1852 7 year lease GE to Samuel Furneaux Mann senior (197 Swanston)
- 1852 GE sells to William Hawkins (via Thomas T A'Beckett) for £ 5500
- 1864 WH wills to Sam Thorn (exec) who transfers to Alice Hawkins (widow) in 1867 etc.

Panoramas, maps

- Melbourne Roll Plan 12 1856- shows row
- DeGruchy & Leigh Isometric 1866- shows row
- AC Cooke Melbourne panorama 1871: shown
- AC Cook Melbourne Panorama 1880- shown



Figure 417 DeGruchy & Leigh Isometric 1866 (part) State Library of Victoria collection:

Mahlstedt fire insurance plan series:

Mahlstedt fire insurance plan c1910-1923, Plan 5A: 309-325 shows 7 two-storey buildings as small frontages compared to adjoining, with occupiers that include the State Grill rooms at 325-3, etc.

Probate

VPRO Probate Evans, 1876:

Series number: VPRS 28

Consignment number: P0002

Unit number: 54

VPRO Hawkins:

Gentleman of St Kilda, d 16 Nov 1865, probate granted 16 Nov 1865

Series number: VPRS 7591

Consignment number: P0001

Unit number: 23

'The Argus':

Thursday 9 August 1849

A SPLENDID House and Shop to let in Swanston-street, near the John Knox Church.

Apply to GEORGE EVANS, Wheelwright, Great Bourke-street.

Sands & McDougall Melbourne or Victorian Directories

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

D1904 (307 Bride, Joseph, hairdresser and tobacconist)
309 Bailey, Mrs J. F., carpet planner & upblstr
311 Vacant
313-315 Williams, Alfred, dyer & cleaner
317 Bauer, F. O., hairdresser St. tobacconist
319 Ehricht, Frederick
821 Gllgohann, Franz, tailor
323-325 Vacant

D1893

309 Bailey, J. F., carpet planner H upholsterer
311 Gardiner, James, Bible and tract repository
315 Williams, Alfred, dyeing, cleaning and tailoring
317 Kelly, George, boot maker
319 Richard, Herbert, wine saloon
321 Neyroz, Julian, fruiterer and confectioner
325 Vacant

D1880

191 Bailey, J. F, carpet planner and upholsterer
193 Atkinson , Mrs, maker of surgical appliances and general stay maker
195 Petersen Mrs F, dressmaker
197 Smith, Jesse, tailor
199 McDonald, Alexander, grocer
201 Cook, Edward, scale maker and machinist
203 Banks, Charles, boot and shoe warehouse (Little Lonsdale)

D1858

(189 McGee)
Parry, David boarding house (?)
197 Hill, TB hairdresser
199 Smart & Harrison, boarding house
201 Toal, Joseph boarding house
203 Scoular, Andrew & James merchants (Lt Lonsdale)

Municipal rate records

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

Heritage Assessment of 309-325 Swanston Street, Melbourne

Swanston Street 309-325 – Gipps Ward- City of Melbourne

Date Rate no Occupier Owner Description nav
1895

- 1512 J. F. Bailey Mrs Seaham 309 Bk. Shop, 5, 16 x 70 68
- 1513 James Gardiner Mrs Seaham 311 Bk. Shop, 5, 16 x 70 68
- 1514 Alfred Williams Mrs Seaham 313/5 Bk. Shop, 5 16 x 70 68
- 1515 G Kelly Mrs Seaham 317 Bk. Shop, 5, 16 x 70 68
- 1516 Brack ? Mrs Seaham 319 Bk. Shop, 5, 16 x 70 68
- 1517 Jacob Glass Mrs Seaham 321 Bk. Shop, 5, 16 x 70 68

1518 BLANK Mrs Seaham 323 Bk. Shop, 5, 16 x 70 68
1889

- 1589 Mrs Bailey Mrs Dillon 309 Bk. Shop, 5 rms. 16 x 70 75
- 1590 James Gardiner Mrs Dillon 311 Bk. Shop, 5 rms. 16 x 70 75
- 1591 A Williams Mrs Dillon 313/5 Bk. Shop, 5 rms. 16 x 70 75
- 1592 G Rosengrew Mrs Dillon 317 Bk. Shop, 5 rms. 16 x 70 75
- 1593 Menhoff ?? Mrs Dillon 319 Bk. Shop, 5 rms. 16 x 70 75
- 1594 R. McDonnell Mrs Dillon 321 Bk. Shop, 5rms. 16 x 70 75
- 1595 Charles Banks Mrs Dillon 323/5 Bk. Shop, 5rms. 16 x 70 90

1885

- 1627 Mrs Bailey Mrs Dillon 191 Bk. Shop, 5 rms. 16 x 70 75
- 1628 A. Smith Mrs Dillon 193 Bk. Shop, 5 rms. 16 x 70 75
- 1629 W Williams Mrs Dillon 195 Bk. Shop, 5 rms. 16 x 70 75
- 1630 Jesse Smith Mrs Dillon 197 Bk. Shop, 5 rms. 16 x 70 75
- 1631 Mrs McGhinn Mrs Dillon 199 Bk. Shop, 5 rms. 16 x 70 75
- 1632 Mark Sampson Mrs Dillon 201 Bk. Shop, 5rms. 16 x 70 75
- 1633 Charles Banks Mrs Dillon 203 Bk. Shop, 5rms. 18 x 70 90

1880

- 1716 John F Bailey Mrs Dillon 191 Bk. Shop, 5 rms. 16 x 70 60
- 1717 Robert Atkinson Mrs Dillon 193 Bk. Shop, 5 rms. 16 x 70 60
- 1718 Mrs Peters Mrs Dillon 195 Bk. Shop, 5 rms. 16 x 70 60
- 1719 Jesse Smith Mrs Dillon 197 Bk. Shop, 5 rms. 16 x 70 60
- 1720 Alexander McDonald Mrs Dillon 199 Bk. Shop, 5 rms. 16 x 70 60
- 1721 Edward Cook Mrs Dillon 201 Bk. Shop, 16 x 70 60
- 1722 Charles Banks Mrs Dillon 203 Bk. Shop, 5rms. 18 x 70 80

1875

- 1713 Stephen Bailey James Dillon 187 Bk. Shop, 5 rms. 16 x 70 60

- 1714 Thos Leonard James Dillon 189 Bk. Shop, 5 rms. 16 x 70 60
- 1715 Stephen Angel James Dillon 191 Bk. Shop, 5 rms. 16 x 70 60
- 1716 Jesse Smith James Dillon 193 Bk. Shop, 5 rms. 16 x 70 60
- 1717 Alex McDonald James Dillon 195 Bk. Shop, 5 rms. 16 x 70 60
- 1718 Hexosan Schlam James Dillon 197 Bk. Shop, 5 rms. 16 x 70 60
- 1719 Charles Banks James Dillon 199 Bk. Shop, 5rms. 18 x 70 80

1870

- 1664 Blank James Dillon 191 Bk. Shop, 4 rms. 65
- 1665 Thomas H Nott James Dillon 193 Bk. Shop, 4 rms. 65
- 1666 Alice Black James Dillon 195 Bk. Shop, 4 rms. 65
- 1667 William Smith James Dillon 197 Bk. Shop, 4 rms. 65
- 1668 Alexander McDonald James Dillon 199 Bk. Shop, 4 rms. 65
- 1669 Hexosan Schlam James Dillon 201 Bk. Shop 4 rms. 65
- 1670 Ezekill Oddy James Dillon 203 Bk. Shop 4 rms. 80

1865

- 1795 Empty William Hawkins 191 24 x 60 Bk. Shop 2 rms. 50
- 1796 Thomas Henry Nott William Hawkins 193 24 x 60 Bk. Shop 5rms. 50
- 1797 Ignatius Fugh William Hawkins 195 24 x 60 Bk. Shop 3rms. 50
- 1798 Jesse Smith William Hawkins 197 24 x 60 Bk. Shop 3 rms. 50
- 1799 Alexander McDonald William Hawkins 199 24 x 60 Bk. Shop 4 rms. 50
- 1800 William Edwards William Hawkins 201 24 x 60 Bk. Shop 4rms. 50
- 1801 Ezekill Oddy William Hawkins 203 16 x 90 Bk. Shop 3 rms. 80

1860, 1056-1062: 193-201 4 or 5 room brick houses...
1860

- (1054 I. McGee & Co 189 Bk. house store 120
- 1055 Washington Masonic lodge 191 Bk. Floor or 1054 50
- 1056 Andrew Toole 193 Bk. house 5 rms. 80
- 1057 ? Ryan 195 Bk. House 5 rms. 80
- 1058 Thomas B Hill 197 Bk. House shop 4 rms. 80
- 1059 Hawkins or tenant. 199 Bk. House shop 4 rms. 80
- 1060 J Rowbothson 201 Bk. House shop 4 rms. 80
- 1061 G Atkinson 201 Bk. house 5 rms. 80
- 1062 A & J Scoular ? 203 Bk. House shop 4 rms. 100

1855

- (963 Griffin & McGee 189 Bk. House 1rm. Store 300
- 964 I Abbot 191 Bk. House 4 rms. Kitchen 120

- 965 Andrew Toole 193 Bk. House 4 rms. Kitchen 120
 - 966 Jane Hopper 195 Bk. House 4 rms. Kitchen 120
 - 967 Samuel Fredric Mann 197 Bk. House 4 rms. Shop & Kitchen 150
 - 968 W. Hawkins 199 Bk. House 4 rms. Kitchen 120
 - 969 Fredrick Miller 201 Bk. House 4 rms. Kitchen 120
 - 970 Crawford & Gray Bk. House 2 rms. Shop, store & stables 250
- 1854
- (948 William Hawkins 189 Store attached rm. 2 floors 500
 - 949 Pierre Mayne 191 Bk. House 4 rms. Kitchen & small yard 220
 - 950 Andrew Toole 193 Bk. House 4 rms. Kitchen & small yard 220
 - 951 Jane Hopper 195 Bk. House 4 rms. Kitchen & small yard 220
 - 952 Samuel F Mann 197 Bk. House 3 rms. Shop & store rm. 260
 - 953 Egan Baker 199 Bk. House 4 rms. and kitchen 220
 - 954 Frederick Miller 201 Bk. House 4 rms. and kitchen 220
 - 203?
- 1853
- (1127 William Hawkins 189 Bk. house 10 rms. & kitchen 300
 - 1128 Charles Collies 191 Bk. House 4 rms. and kitchen 150
 - 1129 Mrs Henderson 193 Bk. House 4 rms. and kitchen 150
 - 1130 Miss Hopper 195 Bk. House 4 rms. and kitchen 150
 - 1131 S F Mann 197 Bk. House 3 rms. Shop & back store 200
 - 1132 John Williams 199 Bk. House 4 rms. and kitchen 150
 - 1133 Henry Montgomery 201 Bk. House 4 rms. and kitchen 150
 - 1134 Jeremiah Dowie 203 Brick corner house, shop 3 rms. Kitchen & stables 250
- 1852
No microfiche
- 1851:
- 1127 Jeremiah Bone 203 House shop 3 rooms kitchen 4 stall stable 54
 - 1128 Henry Montgomery 201 House 4 rms. and kitchen 44
 - 1129 John Ride 199 House 4 rms. and kitchen 44
 - 1130 John F**ford 197 House shop 3rms. Oven and bakehouse 54
 - 1131 Jane Hopper 195 House 4 rms. and kitchen 44
 - 1132 John O'Sullivan 193 House 4 rms. and kitchen off 44
 - 1133 Charles Collyer 191 House 4 rms. and kitchen off 44
- 1850
Cannot locate

Relevant thematic history extract

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

Context 2010, draft:

'5.4 DEVELOPING A RETAIL CENTRE

As an important port city Melbourne developed early as a centre of trade. Several markets were established, where provisions could also be purchased more cheaply including Eastern Market (1847, demolished 1960), Western Market, and the hay and corn market (on the site of St Paul's Cathedral), the pig market in Parkville, and the Melbourne Fishmarket in Flinders Street (demolished 1960s). The wealth and economic activity generated by gold in the 1850s opened up new markets for a range of goods and commodities. New stores opened and a number of shopping arcades were built, which were the precursor to the modern suburban shopping malls. These provided a range of specialty stores, photographers' studios, and fashionable tearooms....'

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 59

4.1 BOOM AND BUST

HISTORY

'In 1861 Melbourne's population had reached 126,000, which was five times what it had been in 1851, and 37,000 of these were living in the City of Melbourne (which of course included the residential suburbs). Now, more than ever, the history of Melbourne was the history of Victoria. In some respects it was also the history of Australia...'

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained and enhanced by the confirmation of the row's history and links with early Melbourne entrepreneurs.

Capital City Zone shops and dwellings from the early 1850s are rare:

Street Number Name Date

- Swanston Street 309-325 Shops and residence row 1851
- King Street 328-330 Heffernan's shop & dwelling 1851
- Russell Street 326-328 Lilley's shop & dwelling 1851 Pre
- Bourke Street 94-98 Rutter-Long Chemist Shop, Shops & Residences 1853 William Street 261 James White's hay and corn store, part of Metropolitan Hotel 1854

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

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

Central Activities District Conservation Study 1985

The building at 309-325 Swanston Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 2 (scale of 1-3).

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

No citation provided.

Central City Heritage Study Review 1993

The building at 309-325 Swanston Street was assessed in this review and graded B on an A-E individual building scale.

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

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay²⁴⁰. The building at 309-325 Swanston Street was assessed in this review and graded **C** on an A-E individual building scale.

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

No citation provided.

Other heritage listings

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

²⁴⁰ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Melbourne Democratic Club and shops & residences, 401-403 Swanston Street, Melbourne 3000



Figure 418 401-403 Swanston Street



Figure 419 401-403 Swanston Street, corner view



Figure 420 401-403 Swanston Street, upper level



Figure 421 401-403 Swanston Street, door to upper level hall

Historical associations with persons or events

Creation or major development date: 1890

Major owners or occupiers: Melbourne Democratic Club

Designer(s): Watts, Thomas & Sons

Builder(s): Unknown.

Place evaluation

Building grading and streetscape level 1985

(Central Activities District Conservation Study 1985²⁴¹: A,B,C,D,E,F): **C 3**

MCC Place Value Definition 1985:

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

Building grading 1993 (Central Activities District Conservation Study 1993²⁴²: A,B,C,D,E): **C**

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

Building grading level 2011 (Central Activities District Conservation Study 1985²⁴³: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

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

National Estate Heritage Values satisfied:

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

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

G.1 Social importance to the community, as demonstrated by documentation or sustained community expression of value for the place

Statement of Significance

What is significant?

Architects Thomas Watts & Sons designed this three-storey building consisting of hall, shop and dwellings in 1890 described then as five shops and the Democratic Club rooms; the rooms were entered from a hallway at the north end of the building.

²⁴¹ Referenced in the Melbourne Planning Scheme clause 22.04

²⁴² Referenced in the Melbourne Planning Scheme clause 22.04

²⁴³ Referenced in the Melbourne Planning Scheme clause 22.04

One of similar clubs formed across the nation, the Melbourne Democratic Club was formed in 1887 to provide a forum for various self education courses. The club was particularly active in the labour movement during the 1890s Depression when they acted as a vehicle for debates on how to fix the depressed Colonial economy. Indoor sport was another facet of the club's activities including national boxing championships. The aims of the club were stated in 1899 as: '(a) club, which is conducted for the political benefit enjoyment and improvement of the working classes'.

The club was criticised in 'The Argus' for its loose morals and conduct in this period as well as being fined for supplying sly grog and appears to have departed to Exhibition Street premises by c1900. Nevertheless it was a popular forum for opinion and frequently attracted newspaper attention in the late Victorian-era.

The architecture of this three storey brick and render building has been masked to an extent by the painting of the brick façade. However the cement mouldings and fenestration provide for an architecturally sophisticated Mannerist Italian Renaissance revival design with use of segmentally arched and gabled parapet pediments and acroteria on both street elevations. A parapet balustrade with unusual raised piers is set above the central Swanston Street façade pediment with other detailing including pairing of upper-level windows with attached Corinthian order pilasters, moulded architraves, deeply bracketed sills, and keystones; segmentally arched first level windows with architraves and keystones; bold vermiculated quoining at first level and smooth quoining at the second. The building makes a fine complement to the early Queen Anne revival style of the Oxford Hotel on the next corner north and is visually related to the inter-war classicism of Druids House adjoining.

The ground level to Swanston Street has been replaced except for the panelled timber door and doorway to the former club but part of the Little Latrobe Street ground level survives.

How is it significant?

The Democratic Club building is significant historically and aesthetically to the Melbourne Capital City Zone

Why is it significant?

The Democratic Club building is significant historically being the result of an unusual commission by a private club, and intended as a vehicle for democratic activity and public education to be financed by commercial adjuncts to the building, such as the five shops. The

Melbourne Democratic Club was a major venue for indoor sport, debate and public instruction of working people in Melbourne during the great Depression of the 1890s, playing a role in helping to chart recovery options for the Colony as well as promoting the cause and recreation of labourers. This was the only building erected for the club in Melbourne.

Architecturally the club building is well preserved and sophisticated stylistically as part of the shift to the brick aesthetic of the Queen Anne style via, in this case, a distinctive form of mannered Italian Renaissance revival architecture.

Recommendations

This report recommends that:

- the building and associated land at 401-403 Swanston Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01²⁴⁴.
- Investigate interior controls after inspection of the hall.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

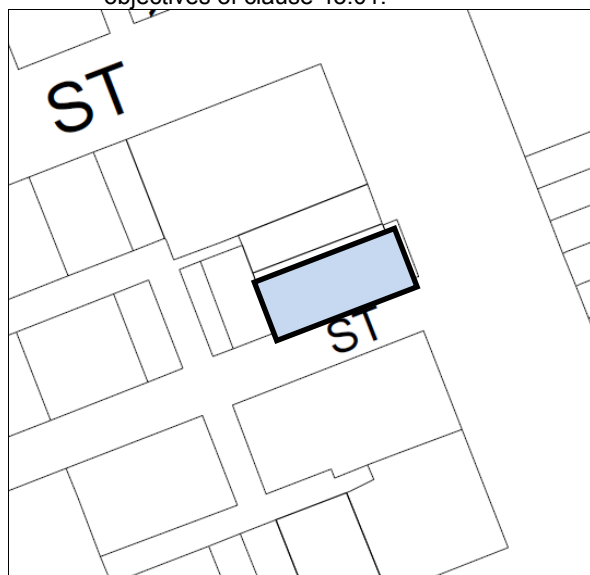


Figure 422 proposed heritage overlay

²⁴⁴ Interiors and trees have not been assessed unless cited otherwise in the place description

Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible. The former hall should be inspected and assessed.

Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register?* No.

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

Historic Buildings Preservation Council

Willingham, Alan 1976. A survey of Historic buildings in Area no. 3 of the Central Business District Melbourne (for the Historic Buildings Preservation council) (83), page 19: 401-405 built 1890, Thomas Watts design, shops and club, shopfronts altered so character lost.

i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include elaborate/high standard design of cement rendered surfaces. Alterations / Recommendations: Canopy and shopfronts new (inappropriate - reinstate original design or sympathetic alternative), upper illuminated sign and services - side (inappropriate - remove or reinstate sympathetic alternative), bricks painted (inappropriate - remove by approved method).

National Library of Australia collection

Rules of the Melbourne Democratic Club: established 1887: registered as a bona fide club, July, 1887

Author Melbourne Democratic Club (Vic.)

Edition Rev. [ed.]

Melbourne : B.M. Lucas, 1898. 26 p. ; 12 cm.

Subjects Melbourne Democratic Club (Vic.) - Constitution.

Australian Architectural Index (AAI):

T. Watts & Sons

Tenderers listed for five shops and Democratic Club in Swanston Street (Victoria).

Australasian Builder and Contractor's News 5.7.1890 p 1177

Mahlstedt fire insurance plan series:

Mahlstedt fire insurance plans c1910-1923 plan 13A: shows 3 levels, Melb. Democratic Club passage entry at north end, 2 shops in Swanston Street (405) and three in Lt Latrobe Street, east of 12 with stair entry at west end.

Newspapers

The 'Queenslander', Brisbane, Saturday, 27 October, 1894: Alfred Jones address: June 1891 his address was at Democratic Club, Swanston-street, Melbourne.

'The Argus'

(26 July 1888: re Collingwood Democratic Club, Wellington street, Collingwood)

12 May 1892

FITZGFRALD BROS CIRCUS

CONTINUED SUCCESS

TONIGHT. patronised by lady Hopetoun and Melbourne Elite..

The Democratic Club...' (shooting and riding acts, Sarah Bernhardt's Ponies)

18 June 1892

U NIVERSITY EXTENSION LECTURES.

The Committee

Of the

DEMOCRATIC CLUB

Has decided on a

COURSE of LECTURES

Under the auspices of the University Extension Board.

A meeting will be held at the club on Wednesday evening next, the attendance of the public, and their hearty cooperation, being invited.

H. IBBOTSON, Secretary.

27 April 1893

'LABOUR DAY...

MONSTER DEMONSTATION

South bank Yarra ..

Under the auspices of the "Knights of Labour"

Trades hall Council, Single Tax League Melbourne Democratic Club and Unemployed

Workers Association

Previous meeting at Burke and Wills Statues 2 p m for stroll to Yarra Bank The Marseillaise and other selections by special brass band at 2 46 pm'

Wednesday 7 June 1893

Debate 'Single tax'

TAX unearned, Increment, rich city lands, untax industry, commerce, farm improvements-then wages will rise, depression vanish, retrenchment unnecessary Democratic Club, Tonight..'

Wednesday 14 June 1893

FLAT, Lonsdale street, near Russell street lately occupied by Democratic club ..

Thursday 11 October 1894,

At the Melbourne Democratic Club, Swanston-street, street, last night, Mr. David Gaunson lectured to a large audience on the subject, "THE PROPER USE OF OUR STATE RAILWAYS.."

Saturday 14 July 1894

In tracing the evolution of democratic institutions the lecturer also omitted to refer to a significant change which has recently come over the Melbourne Democratic Club, although in the light of current events at Chicago the new departure in Swanston street may well be noted. Facilities for studying the art of boxing as well as draughts and cut-throat euchre, have now been added to the list of attractions at this club, and the inaugural six round nine stone competition has proved a brilliant success. The tedious process of debate as a method of convincing a person who hold views different from one's own has long laboured under palpable disadvantages and the new principle introduced by the Melbourne Democratic Club is sure to prove widely popular...' (boxing may solve debates)

6 August 1894

Herbert Ibbotson secretary of the Melbourne Democratic Club dies suddenly.

18 Oct 1894

NATIONAL GREATNESS. LECTURE BY PROFESSOR TUCKER.

A large audience assembled at the Democratic Club, Swanston street, last night, to hear a lecture by Professor Tucker, of the Melbourne University, on "National ...

13 Dec 1894

An application for the cancellation of the license of the Democratic Club for premises in Swanston street was on the list of cases at the Metropolitan Licensing Court

yesterday. The application had been set down by Mr. J. Connolly, licensing inspector for the district, on the ground that the club sold alcoholic liquor to persons who were not members of the club. Before the ease was called on, however, Mr. Wallace, of the firm of Gaunson and Walline, who appeared on behalf of the club, stated that they had been taken by surprise by the application, and had not had time to get their necessary witnesses.

11 June 1896

A limited audience assembled yesterday evening at the Democratic Club to listen to Miss Spencers lecture on effective voting.

Wednesday 17 March 1897

ATTEMPTED MURDER.

A RESTAURANT PROPRIETOR ARRESTED... John Wilson, the proprietor of the Democratic Club Restaurant, Swanston-street, made a determined attempt to murder his wife, Catherine, this afternoon by shooting her with a revolver. The first bullet lodged in the left side of her neck She then rushed into the street*, and was followed by her husband, who fired two more shots, but without effect. He then returned to the restaurant, locked himself in his bedroom, and threatened to shoot anyone who interfered with him The police smashed the door in and arrested Wilson on a charge of wounding with intent to kill. The woman is in the Melbourne Hospital, -and the wound is regarded as a serious one.

Later particulars show that the woman's real name was Spears. She had been living with Wilson for about five years, and in February last left him and lived with another man. For a few days she returned to Wilson, but owing to her intemperate habits he ordered her out of the house. To-day she returned for her clothes, and being intoxicated she started a quarrel. The man secured a revolver and fired two shots, both bullets taking effect. She then ran into the street and he fired two more shots. Wilson was quite sober. The woman is progressing satisfactorily....'

Wednesday 13 April 1898

To Let

EXTENSIVE PREMISES, at present occupied by Democratic Club corner of Swanston Street and Little Latrobe-Street. Yeo Crosthwaite, and Co, 98 Queen St_

(advert continues over extensive period until club shifts to Exhibition Street)

7 September 1899

ALLEGED SLY GROG-SELLING.

THE DEMOCRATIC Club PROCEEDED AGAINST...

Monday 16 October 1899

Rebuttal by secretary of accusations against club morals, states aims.

Oct 1900

Light-weight championship at club - most important Australian fight for some time...

Other sources

Martin Mulligan with Paul James, Chris Scanlon and Chris Ziguris, *Creating Resilient Communities*:

'Prevailing place stories

The Swiss-Italian heritage for Daylesford and Hepburn Springs is real and was neglected for a long time before Italian things became fashionable in Australia. The early Swiss-Italian migrants had suffered discrimination in both Switzerland and Austria (where they were exiled for a while) and carried dreams of a more democratic society with them to the Victorian goldfields.

They were attracted to the Hepburn Springs area by the mineral waters as much as the possibility of finding gold and as well as creating Australia's first macaroni factory they established a Democratic Club to enact their dream..'

Sands & McDougall Melbourne or Victorian Directories

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1935

401-5 Carrigan, J oil merchant
Wembley Modes Pty. Ltd., costume manufacturers
Clark & Burdekinn Pty. Ltd., millinery manufactures

D1925

401-405 Motor Tyre Hosp Cadden, E prop
401-405 Australian Motor School
no entry in Lt Latrobe

D1915

401-405 Red Cross Motor Tyre Hosp. Cadden, E
405 Alfred Smith clothing manuf.

D1910

401 Deacon, Edwin R picture frame maker
403 Dean 7 co house removing contractors
405 Thomas, J Robert process engraver
Miss OHeare, mantle and costume manuf.

D1904:

401 Deacon, Edwin H., picture frame maker
403 Dean & Co, house removing contractors
405 Charity Organisation Society—Mackley, T. C, secretary

D1900

401 Deacon, Edwin H., picture frame maker
403 Dean & Co, gen agents
405 Charles a Smith boarding house

D1893:

401 vacant
403 Rhynehart, Benjamin, hairdresser & tobacconist
405 Democratic Club
(407 Wing Sing Fatt, laundry)

Municipal rate records

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

No search carried out.

Relevant thematic history extract

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Context, 2010, draft:

10.4 CONSERVATIVES AND RADICALS

Melburnians prided themselves on respectability and civilised pursuits. Indeed the vast majority of immigrants had paid their own way, and the fortunes made through pastoral activities, gold mining, property speculation and mercantile pursuits created a prosperous and ambitious middle class. Others arrived with substantial capital and endeavoured to emulate respectable society at 'home'. This was the foundation of a powerful conservative class in Melbourne.

The 'convict stain' was eschewed by 'respectable' free settlers. While strongly opposing transportation in Melbourne in the late 1840s, many Melburnians preferred to deny or ignore the fact that hundreds of Pentonvillains had been brought over from Van Diemen's Land as indentured labour. Most earned their ticket-of-leave, but nonetheless their presence in Melbourne ensured it was not strictly a convict-free settlement as many were wont to believe.

Radical politics were transported to Melbourne from Britain, California and from Europe, where the uprisings of 1848 were fresh in the minds of many. The radical element was particularly strong in Melbourne's political life, to the extent that it helped to shape mainstream policies. The gold rush, which brought a huge population increase and new economic demands, had been the catalyst that brought many issues of social, political and economic reform into public debate, and led to many reforms in Victoria in the 1850s, including changes to mining license regulations, the secret ballot, universal male suffrage, the eight-hours day, and the land selection acts'.

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained.

Selected hotels in the Capital City Zone in the 1880s-1890 as a comparable building type:

Street Number Name Date

- Swanston Street 427-433 County Court Hotel , later Oxford Hotel, Oxford Scholar Hotel 1887
- Swanston Street 226-228 Ballarat Star Hotel 1887
- Little Lonsdale Street 128-130 Leitrim Hotel, former 1888

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

Central Activities District Conservation Study 1985

The building at 401-403 Swanston Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

No citation provided.

Central City Heritage Study Review 1993

The building at 401-403 Swanston Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay²⁴⁵. The building at 401-403 Swanston Street was assessed in this review and graded **C** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

No citation provided.

²⁴⁵ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Other heritage listings

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

Druids House, 407-409 Swanston Street, Melbourne 3000



Figure 423 407-409 Swanston Street



Figure 425 407-409 Swanston Street, upper level detail



Figure 424 407-409 Swanston Street 1990s (MCC)



Figure 426 ground level, 407-409 Swanston Street

Historical associations with persons or events

Creation or major development date: 1926-1927

Major owners or occupiers: United Ancient Order of Druids Grand Lodge

Designer(s): Gibbs Finlay, Morsby & Coates

Builder(s): Watts, EA

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985²⁴⁶: A,B,C,D,E,F): **C 3**

MCC Place Value Definition 1985:

Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced.

Building grading 1993 (Central Activities District Conservation Study 1993²⁴⁷: A,B,C,D,E): **C**

Building grading 2002 (Review of Heritage overlay listings in the CBD 2002): **C**

Building grading level 2011 (Central Activities District Conservation Study 1985²⁴⁸: A,B,C,D,E): **B**

MCC Place Value Definition 2011:

These buildings are of regional or metropolitan significance, and stand as important milestones in the architectural development of the metropolis...

National Estate Heritage Values satisfied:

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

G.1 Social importance to the community, as demonstrated by documentation or sustained community expression of value for the place

Statement of Significance

What is significant?

²⁴⁶ Referenced in the Melbourne Planning Scheme clause 22.04

²⁴⁷ Referenced in the Melbourne Planning Scheme clause 22.04

²⁴⁸ Referenced in the Melbourne Planning Scheme clause 22.04

The Druids Friendly Society was founded in England in 1781. The society's Brother Hymen migrated from London to Australia in 1851 and with the authority of the Ancient Order of Druids, England, he set up the first Druids Lodge in the colonies. The discovery of gold halted the Society's development until 1861 when Brother A. Barnard from Canterbury, Kent established a lodge in Melbourne. Throughout Victoria lodges were opened in many localities, being most prolific in the gold mining and rural areas where organised health facilities were limited but much needed.

This institution was part of the nineteenth century friendly society movement in which the members of each society provided mutual assistance in times of need in areas of insurance, pensions or savings, loans or cooperative banking. In essence, the United Ancient Order of Druids was an early health insurance fund in which a regular, voluntary subscription entitled a member or his family to an allowance, medical treatment and medicine in the event of illness and a benefit in the event of a member's death.

The Druids Galas became a well know feature in Melbourne: a parade of Druids marched up Swanston Street to the Exhibition Buildings where fetes, amusements and activities were held resulting in fund raising to build Druids wings and entire floors in many Victorian hospitals. Charities received grants and donations of equipment were made to many organisations. The Druids also proved to a particularly profitable venture and a financial assessment for the five years to November 1921, revealed a surplus of over £30,000. It was resolved that the Order should commit to the construction of its own premises and £24,000 was transferred from the surplus to cover the costs of the project.

Druids House, was built in 1926 as a seven storey headquarters for the Order, designed by the firm of Gibbs, Finlay, Morsby & Coates, and constructed by EA Watts. Druids House was located near to other friendly society buildings such as the Independent Order of Foresters Forester Hall in Latrobe Street and the Guild Hall and Manchester Unity Independent Order of Odd Fellows in Swanston Street. The Druids Friendly Society is still active within Victoria but has sold the Swanston Street headquarters.

Styled in the Greek Revival manner, Druids House is a unique architectural design in which the building façade serves as a physical expression of the august institution within. The street elevation takes the form of an abstracted temple front with a heavy, rusticated plinth treatment to the lowest two storeys, boldly abstracted columns with recessed window strips

rising through the intermediate floors to a shallow pitched pediment device to the upper floor level. The building is further distinguished by its detailing and the sculptural relief to its summit. At the parapet centre a free-standing statue of a hooded Druid is housed within a recess as a significant and distinctive part of this building.

At ground level a major part of the original entry foyer and shopfront remain, with terrazzo and tiled floors, lift lobby, three colour Buchan marble wall facing, a significant stairway with pedestal lights, ornate metalwork, wall mounted directory cases, bronze and brass joinery and the street awning with its embossed soffit.

While temple fronted buildings are not uncommon within the Capital City Zone, the approach here is unusual for a buildings of these proportions. The results are remarkably successful.

How is it significant?

Druids House is significant historically and aesthetically to the Melbourne Capital City Zone

Why is it significant?

Druids House is of aesthetic and historical significance for its important and distinctive Greek Revival façade and associated Druid statue, designed as a direct expression of the character and ideals of the United Ancient Order of Druids. The building has a high level of integrity and finish for the exterior, lift and stair lobby.

Historically, this was one of the invaluable friendly societies active in Victoria during early settlement providing access to health and social benefits for the community.

Recommendations

This report recommends that:

- the building and associated land at 407-409 Swanston Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control should apply in the Schedule to the Heritage Overlay as Clause 43.01²⁴⁹.

- Investigate the application of interior control in the Schedule to the Heritage Overlay as Clause 43.01 for the elements listed below²⁵⁰.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

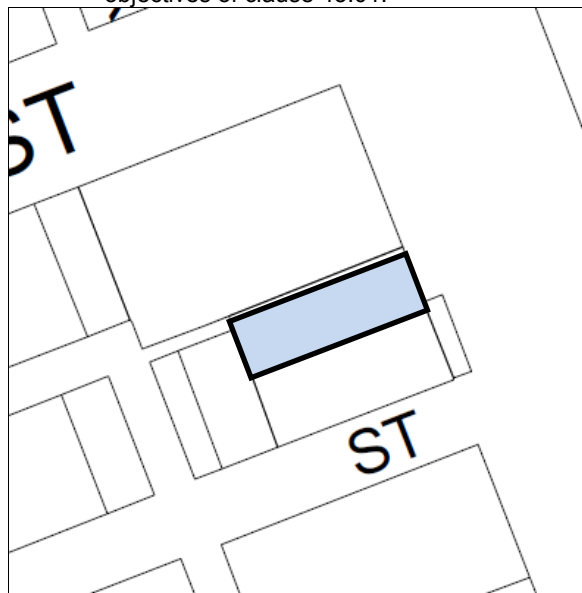


Figure 427 proposed heritage overlay

Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

Interior elements include:

Original entry foyer and shopfront with terrazzo and tiled floors lift lobby, three colour Buchan marble wall facing, a significant stairway with pedestal lights, ornate metalwork, and wall mounted directory cases, bronze and brass joinery.

²⁴⁹ Interiors and trees have not been assessed unless cited otherwise in the place description

²⁵⁰ Interiors and trees have not been assessed unless cited otherwise in the place description

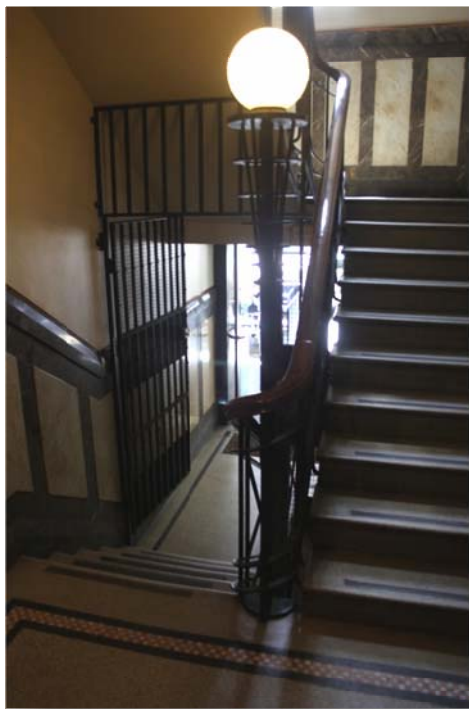


Figure 428 entry and stair hallway

Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register?* No.

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

i-Heritage

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include shop verandah and elaborate/high standard design of cement rendered surfaces. Alterations / Recommendations: Colour (sympathetic), air unit added (inappropriate - remove or reinstate sympathetic alternative), ground level altered (inappropriate - reinstate original design or sympathetic alternative). Other Comments (building application) Drawings: Dec 1925.

Building Permit Application

MCC Building Permit Application 1925, 8910 , also Building Permit Application 1974 , 44176 altered.

Newspapers

'The Advertiser' (Adelaide, SA: 1889-1931)

Wednesday 21 April 1897

Druid's Gala...

'The Argus':

Saturday 9 April 1904

Druid's Gala held with Melbourne Hospital Bazaar, stalls, side-shows etc.

Druids web site

<http://www.druidsaustralia.com.au/gallery.htm>

Souvenir of opening 4/4/1927

'The Druids Friendly Society was founded in England in 1781.

In 1851 Bro. Hymen from London migrated to Australia and with the authority of the A. O. D. England, set up the first Druids Lodge. The discovery of gold halted the Society's development until 1861. At this time Bro. A. Barnard from Canterbury Kent established a lodge in Melbourne and this time the Society began to flourish

Throughout Victoria lodges were opened in nearly every fledging suburb or city. Many lodges were opened in country areas; our history books show that through the gold mining areas and rural centres, lodges were opening at great rates.

The Druids Friendly Society was founded in England in 1781.

The attractions of the Druids Lodges were fourfold.

- They provided sickness and funeral benefit to protect its members in times when no welfare benefits existed. This benefit instilled to major factors into the Society's philosophy benevolence and mutual assistance.
- They provided a source of entertainment for the members. Many lodges held their meetings in hotels or licensed public halls. They developed a sense of comradeship, loyalty and pride among their members.



Figure 429 Souvenir of opening 4/4/1927 (web site)

- They developed a reputation for, and were acknowledged as, a civic-minded organisation that promoted benevolence to their fellow Australians. Members both native born and immigrants from around the world became one body of Druids, determined to help each other and help develop their fledgling country into a great nation. The Comradeship developed, we know that lodge members banded together to help each other in times of need. They worked together to build lodge halls and many Druids Halls appeared both within the suburbs and country areas.

- Working together, caring for each other in times of need and sharing joyous occasions, helped forge the qualities of mateship that have become so typically Australian.

History shows that great numbers of young lodge members joined up together and went off to fight during times of war. Honour Boards list the many that went into battle, and sadly they commemorate those that fell in battle and did not return to the lodge rooms.

The Druids desire to help their fellow Australians is well documented. The Society held many functions and festivities to raise funds for its members in need and for Charities in the wider community. The Druids Galas became a well know feature on Melbourne's activities calendar. A parade of Druids marched up Swanston Street to the Exhibition Buildings where fetes, amusements and activities were held for all to enjoy.

These marches and fetes may have been building blocks to events such as Moomba. The results of the fund raising efforts built Druids wings and entire floors in many Victorian hospitals. Countless charities received generous grants and donations of much needed equipment was given to many organisations.

In times of war the Druids were also there, the result of several fund raising activities saw three of the most modern equipped ambulances donated to the Australian Army during the Second World War. The Society's Funds were also put to use and the majority of lodges invested their funds in War Bonds to help fund the efforts made by our gallant fighting members.

Times have changed and there are so many forms of entertainment and activities to occupy modern Australians. Those that join the Druids however find that the Australian spirit of comradeship, the compassionate sense of benevolence and mutuality, still exist.'

Wikipedia: friendly societies

'A friendly society (sometimes called a mutual society, benevolent society or fraternal organization) is a mutual association for insurance, pensions or savings and loan-like purposes, or cooperative banking. It is a mutual organization or benefit society composed of a body of people who join together for a common financial or social purpose. Before modern insurance, and the welfare state, friendly societies provided financial and social services to individuals, often according to their religious or political affiliations. Some friendly societies, especially in the past, served ceremonial and friendship purposes also.'

Sands & McDougall Melbourne or Victorian Directories

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

- D1930 Druid's House
 - Lee, Frank & Co textile machinery
 - Jackson, Mrs C tea rooms
 - Lucas, Ms F costmr.
 - Corstorphan, Colin ladies clothing manuf.
 - Wembley Modes Pty. Ltd. costmrs.
 - The Duband costume manuf. co. and mantle manuf.
 - Jones, Harry caretaker

- D1935 Druid's House
 - Jacobs, Keith & Co textile machinery
 - Jackson, Mrs C tea rooms
 - Radio Maintenance Pty. Ltd. radio dealers
 - Hayes, Ms Dress maker
 - Noble, M mantle makers
 - Spizer, S & Co mantle manuf.
 - Jones, Harry caretaker

- D1974 Victorian Druids Friendly Societies.

Municipal rate records

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

No search carried out.

- Exhibition Street 53-55 Kelvin Hall & Club, former 1927
- Queen Street 106-110 Mercantile Mutual Chambers 1929
- Little Bourke Street 434-436 City West Telephone Exchange 1929 design, 1935-7
- Bourke Street 415-419 Evans House, later Rochelle House 1929-1930

Relevant thematic history extract

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Context, 2010, draft:

CHAPTER 9: WORKING IN THE CITY

While wages were high, conditions were generally poor. There were no guaranteed sickness entitlements or pensions for work-related injury or compensation for a work-related death. A large number of friendly societies were established in nineteenth-century Melbourne, which served as collective fund gathering agencies to provide money to members in need, for such things as funeral expenses for widows. The larger friendly societies such as Manchester Unity and IOOF became large employers in their own right... The number of operating factories in Melbourne had declined by the middle of the twentieth century. The city's working population moved into the growing number of city offices.'

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained and enhanced by the expanded knowledge of the building's history and the special role of the Druids in Melbourne life.

Selected late 1920s Capital City Zone office buildings:

Street Number Name Date

- Queen Street 100-104 1925c
- Russell Street 27-37 Cavendish House 1925c
- Little Collins Street 306 Christies Piano Warehouse, former 1925c
- Swanston Street 27-41 Nicholas Building 1926
- Collins Street 163-165 Charters House 1926
- Elizabeth Street 351-357 Union Bank Chambers, later A.N.Z. Bank 1926-1927
- Swanston Street 407-409 Druids House 1926-1927
- Collins Street 141-153 Temperance & General Building 1926-38
- Collins Street 107 Francis House 1926-7
- Collins Street 175-177 Kurrajong House 1926-7
- Collins Street 341-343 Westpac Travel 1927
- Collins Street 271-279 National Bank (rebuilt) 1927
- Flinders Street 164-170 Masonic Club 1927

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

Central Activities District Conservation Study 1985

The building at 407-409 Swanston Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

No citation provided.

Central City Heritage Study Review 1993

The building at 407-409 Swanston Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay²⁵¹. The building at 407-409 Swanston Street was assessed in this review and graded **C** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

History and Description

The Ancient Order of Druids was founded in Victoria c.1862. The institution was part of the

²⁵¹ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

nineteenth century friendly society movement in which the members of each society provided mutual assistance in times of need. In essence, the United Ancient Order of Druids was an early health insurance fund in which a regular, voluntary subscription entitled a member or his family to an allowance, medical treatment and medicine in the event of illness and a benefit in the event of a member's death. The Druids proved to a particularly profitable venture and a financial assessment for the five years to November 1921, revealed a surplus of over £30,000. It was resolved that the Order should commit to the construction of its own premises and £24,000 was transferred from the surplus to cover the costs of the project.

Druids House, was completed in 1926 as a seven storey headquarters for the Order. Designed by the firm of Gibbs, Finlay, Morsby & Coates, and constructed by EA Watts 1.

The resulting building is a unique architectural design in which the building facade serves as a physical expression of the august institution within. The street elevation takes the form of an abstracted temple front with a heavy, rusticated plinth treatment to the lowest two storeys, boldly abstracted columns rising through the intermediate floors to a shallow pitched pediment device to the upper floor level. The building is further distinguished by its eclectic rendered detailing and the sculptural relief to its summit. While temple fronted buildings are reasonably common within the CBD, the approach is unusual for a buildings of these proportions. The results are remarkably successful.

The Druids Friendly Society is still active within Melbourne although it divested itself of the its Swanston Street headquarters some years ago 2.

Statement of Significance

Druids House is of aesthetic and historical significance at a local level for its distinctive facade, designed as an expression of the character and ideals of the United Ancient Order of Druids. The building also provides an insight into the activities of Friendly Societies in Victoria.

Footnotes

1 Uncredited brochure, presumed to be authored by United Ancient Order of Druids, c. 1926, held on MCC file; 2 United Ancient Order of Druids, General Laws of the Ancient Order of Druids, Melbourne, 1917 p.3-4.

Other heritage listings

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

**W.D. & H.O. Wills (Aust) Ltd
tobacco warehouse, 411-423
Swanston Street, Melbourne
3000**



Figure 430 411-423 Swanston Street



Figure 431 411-423 Swanston Street, 1990s, (MCC)



Figure 432 411-423 Swanston Street



Figure 433 411-423 Swanston Street, adjacent to Oxford Scholar hotel

Historical associations with persons or events

Creation or major development date: 1924-1925

Major owners or occupiers: WD & HO Wills (Aust) Ltd

Designer(s): Davies, Francis J

Builder(s): Cooper, WE

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985²⁵²: A,B,C,D,E,F): **D 3**

MCC Place Value Definition 1985:

Buildings are either reasonably intact representatives of particular periods or styles or they have been substantially altered but stand in a row or street which retains much of its original character.

Building grading 1993 (Central Activities District Conservation Study 1993²⁵³: A,B,C,D,E): **C**

Building grading 2002 (Review of Heritage overlay listings in the CBD 2002): **D**

Building grading level 2011 (Central Activities District Conservation Study 1985²⁵⁴: A,B,C,D,E): **C**

²⁵² Referenced in the Melbourne Planning Scheme clause 22.04

²⁵³ Referenced in the Melbourne Planning Scheme clause 22.04

²⁵⁴ Referenced in the Melbourne Planning Scheme clause 22.04

MCC Place Value Definition 2011:

These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.

National Estate Heritage Values satisfied:

A.4 Demonstrates well the course and pattern of history, important historic events.

Statement of Significance

What is significant?

A prelude to construction this building was the nearby British-Australasian Tobacco Co building project completed at 435-445 Swanston Street in 1906. A major blow to new reinforced concrete structures in the City came on 24 April 1925 when the upper floors of part of the above complex collapsed killing four workmen. Newspaper articles queried the use of this new construction technique for multi-storey work. The works had been designed by Francis J Davies who it transpired had failed to show a key structural member on his drawings and the building was reinstated to the design of architects Bates & Smart. The builders, Cooper & Cockram, were reported to have paid out some £20,000 in damages: this building complex has since been demolished.

The five-storey tobacco warehouse and basement at the corner of A'Beckett and Swanston Streets was erected September 1925. It was designed by the same architect, Francis J Davies, but for another tobacco company, W.D. & H.O. Wills (Aust.) Ltd.; the builder was Walter E. Cooper and the contract amount £39,000. The persistent use of reinforced concrete in this building is evocative of the need for fire proof construction in this industry despite the risks implied by the nearby building collapse in the same year.

The engineering was carried out by John Monash's rival, H.R. Crawford, who had designed the pioneering Snider & Abrahams building in Drewery Lane of 1908-9. The structure was initially on a column and beam grid pattern but during the application process changed to the Claude Turner system of reinforcing column and slab connections, with half inch bar reinforcing rings at each chamfered column head and flat slabs beyond.

An upper level typical floor had four lifts and two concrete encased stair shafts, one serving as the lobby in the south-east corner of the building. A large men's lavatory block was near the main stairs while the 'Girl's' lavatories were in the far corner next to a single lift. At ground level six offices lined the Swanston and part of the A'Beckett Street frontages, with the entry lobby, ornamental stair and lift abutting a large strong room on the south wall. At the north-west corner was the goods entrance and there was liberal use of sliding fire shutters on fusible links throughout.

The building adopts a conservative style for an inter-war warehouse design with Edwardian Free Style pylon-towers with ox-bow parapets at either end of its otherwise plain rendered façade. It has a massive bracketed parapet cornice seemingly supported on piers that extend the height of the building, providing continuous strips for location of windows and intervening spandrel panels. The building has a similar but plainer elevation to A'Beckett Street. The imposing corner structure is realised in rendered reinforced concrete with multi-pane steel-framed windows throughout.

The building relates well to the contemporary Druid House adjoining in Swanston Street and has a historical association with another nearby existing and former large tobacco complex in Swanston Street and off Little Lonsdale Street as a demonstration of the grouping of these uses in the City. The building is in good and largely original condition although the cantilevering concrete canopy at the former lobby entry and associated joinery have been removed, as has the firm's name from the parapet panels at the north-west and south-east corners.

In 1901 several British tobacco firms merged under the leadership of W.D. and H.O. Wills to form the Imperial Tobacco Company. The British Tobacco Company (Australia) Limited had been formed in 1904 to take over a group of small tobacco companies, including W.D. & H.O. Wills (Australia) Limited. Many years later, in 1982, the company announced that its cigarette manufacturing plants at Raleigh Park in Sydney and Virginia Park in Melbourne would close, to be consolidated in a new national plant to be built at Pagewood in Sydney. W.D. & H.O. Wills and its parent British American Tobacco were among the major tobacco companies active in Australia during the 20th century.

How is it significant?

The W.D. and H.O. Wills building is significant historically and of aesthetic interest within the Melbourne Capital City Zone.

Why is it significant?

The W.D. and H.O. Wills is significant historically for its long and close association with the tobacco firm W.D. and H.O. Wills within the Capital City Zone, as well as the controversy surrounding the architect, Davies, with another tobacco warehouse that collapsed shortly before the erection of this building. The early use of flat slab Turner reinforced construction method is also of historic interest.

Aesthetically, the building is of interest as a prominent, well-preserved but conservative design more typical of the Edwardian-era and hence does not achieve the local significance threshold assessed within this value but it exemplifies the building type well.

Recommendations

This report recommends that:

- the building and associated land at 411-423 Swanston Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01²⁵⁵.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

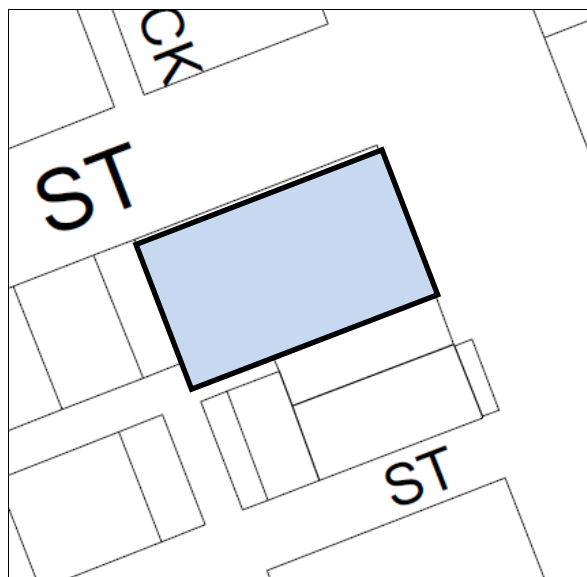


Figure 434 proposed heritage overlay

Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register?* No.

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

²⁵⁵ Interiors and trees have not been assessed unless cited otherwise in the place description

Building Permit Applications

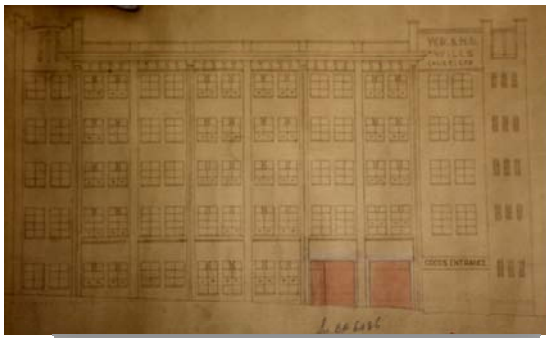


Figure 435 Building Permit Application elevation

(25/1/1906, 9877 British & Australasian Tobacco 'warehouse and factory', JH Davies, fee £6 Building Permit Application 1908,841 added floor)

17 June 1924, 6436: fee £38, owner, builder, architect etc. cites Old Law application 6436

I-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Ground level altered (inappropriate - reinstate original design or sympathetic alternative).

Mahlstedt fire insurance plan series:

Mahlstedt fire insurance plans, 1910-1923, Plan 13A: shows Heffernan's Hotel at corner.

Mahlstedt fire insurance plans, Plan 13A: 1924-48: shows building as 5 storey, all reinforced concrete. sprinklered, W.D. & H.O. Wills tobacco merchants

Australian Dictionary of Biography

R. B. Walker, 'Denison, Sir Hugh Robert (1865 - 1940)', Australian Dictionary of Biography, Volume 8, Melbourne University Press, 1981, pp 283-285. role as Dixon Tobacco Co. which joined William Cameron Bros & Co. Pty, Melbourne, to form the British-Australasian Tobacco Co. Ltd in 1903;

Australian Architectural Index (AAI):

Bates & Smart employed to reinstate the partly collapsed British Australia Tobacco Co. Bldg. designed by J.H. Davies q.v. (near Franklin St. : Shaw p 74) Shaw, Builders of Melbourne, pp 52-3 c1925

J. H. Davies, architect of the British-Australian Tobacco Co., Swanston St., opposite the City Baths. Of 6 storeys reinforced concrete frame, built by Cockram & Cooper. On 24.4.1925, upper floors collapsed killing 4 men. Building was reinstated by arch. Bates & Smart. M. T. Shaw, Builders of Melbourne, pp 521-3

Monash files: Notes on Building Projects

(<http://home.vicnet.net.au/~aholgate/jm/bldgtext/bldgs07.html>)

British Australasian Tobacco Co. Building.

RCMPC had an involvement with BATC, through its Factory Superintendent, W Cameron, extending over many years. Reinforced concrete additions were made to the company's buildings at the north end of the city grid, between Swanston Street and Stewart Street, and existing steel and timber floors were strengthened. This first construction project involved an extra 'fireproof' fourth floor and roof, fireproof staircase, and elevated 6500 gallon water tank to supply the sprinkler system.

Cross-section through the building.

The staircase zig-zags up the left hand side and the new fourth floor runs along the top. Its reinforced concrete floor forms the ceiling of the third floor. The sprinkler tank is shallow and rectangular and sits on legs, well above roof level.

Extract from the architect's drawing showing the new staircase, fourth floor, roof, and sprinkler tank. Most of the existing building is omitted, but a line (emphasised here in red) indicates the level of the previous parapet. Based on a drawing in the J Thomas Collection.

The architect was F J Davies. Monash's first quote to Davies for 'fireproof floors' in March 1907, was £795 for one floor or £1512 for two, with finishes an additional £61 per floor. Design load was 200 psf, representing two casks of tobacco sitting one on top of the other. The floor plate was to be 4.5 inches thick, with factor of safety of 5. The main beams were to be 14 inches wide and the secondaries 11" wide, all projecting 10" below the plate, with a FoS of 4. The columns would be 12 inches square for the lower floor and 10" square for the upper, again with FoS of 4. It is noteworthy that JM still felt it necessary to argue strongly in favour of reinforced concrete as opposed to traditional construction. A rough plan [perhaps drawn by W E L Wears] shows the factory extending from Swanston St. to Stewart Street in three blocks. That on Swanston Street is approximately 54 x 33 feet in plan; the one on Stewart Street is 62 x 34 feet; and there is a block 65 x 25 feet between them. However a later drawing shows a plan basically of L-shape with arms 114 x 42 and 96 x 32 (overlapping) and an extra block 24 x 17 in the internal angle. A note by JM dated 23 August 1907 reads: "Informed Mr. Davis ... £900 to £1000".

There was a hiatus in September and October, during which RCMPC advised on the strengthening of floors in the existing parts building by reducing the effective span of rolled steel joists. In the following months the work was reduced somewhat in scope and detailed calculations and estimates were made. On 30 January 1908 RCMPC submitted a formal tender of £3155, being £2864 for the main work, £131 for the 'screen walls', and £160 for the tank. Included were a brief specification and the RVIA General Conditions of Contract. Both H G Jenkinson and S J Lindsay were involved in the detailed design. The first requisition for materials was sent to Gibson on 10 March. Minor architectural changes and further calculations continued into April.

For engineers: A note regarding the r.c. "curtain walls" reads "Wall reinforced both ways, therefore calculate for WL/16 [but] floor plate WL/10". The wind pressure was assumed to be 40 psf.

A note to Gibson in May concerning payments refers to "the usual Architects' commission of 1 per cent on the total amount of the contract for copies of plans etc." On 13th, E H Morton, the City Surveyor, wrote to Davies: "Please supply details and calculations of the reinforced concrete storey at above factory. These should have been supplied before proceeding with work, in terms of Referee's Award". The same month, Jenkinson calculated the strength of a "defective column" attached to a wall and Monash told Davies that the load would be transferred to the wall by inserting "bars and fresh concrete", rather than cutting out the whole column. On 4 September, Monash informed Davies that he expected concrete work to be completed that week. However, the Directors of the BAT Co wanted to enforce the penalty for late completion. Monash told Gibson that the idea had apparently come from Cameron who was currently in Japan, so "with a little tact and diplomacy", they should be able to settle the matter with Hart and Wilkins (presumably other directors). However, the Directors did insist on a £50 penalty payment; so JM sent them a cheque for £25 and an account for £25 for the hire of an electric winch.

Monash's previous project for Cameron had been in 1895. His next project for BATC came in 1909.

Strengthening of floors at BATC factory, 1909. (Consulting.)

Monash was called in to investigate structural problems at British Australasian Tobacco's factory in A'Beckett St, Melbourne and its Stewart Street Store. Notes dated 25 August 1909 from "today's inspection" show that a timber beam had cracked longitudinally at about mid-depth and sagged badly. After making calculations, JM reported on 6 September:

* the beam failed because the present load is twice its capacity.

* all other beams were heavily overloaded

* therefore the floors must be strengthened

JM recommended [once again] the removal of the cast iron columns under the ground and first floors. He pointed out that the cost of this radical measure would be very little more than that of piecemeal solutions. These floors should be treated just as the second and third floors were treated "some fourteen-and-a-half years before" (by removing the central row of columns and installing rolled steel joists to carry the floors across the full width of the building). JM estimated the cost at £440. He noted that his design for the RSJs allowed for future replacement of the wooden flooring by reinforced concrete. In his opinion, the foundations were "close to overloading" - despite an assurance by the owners that they were "fine". JM offered to carry out the work using day labour.

On 17 September, Mr Wilkins, Manager for BAT, gave the green light. Monash accepted a quote from Johns & Waygood for 12 steel girders for £348 and gave them military-style instructions for delivery of 2 girders per week at 12.00 noon sharp each Saturday. Similar instructions were sent to a Mr George Hatswell, evidently an employee of BAT who was to act as Clerk of Works. He proposed some modifications to the

procedure for switching beams from timber to steel. These were approved by JM as long as the floors were used only for office space at the time.

On 26 November, Monash wrote to BAT management with high praise for Hatswell who had conducted the "difficult and hazardous undertaking" with success and economy. As a result, the cost had been reduced from £440 to £410. JM's fee for the work was 5 per cent commission (which worked out to £20-8-, based on a final cost of £408) and 3 guineas (£3-3-) for the inspection and design.

Monash's previous project for BATC was the addition of an extra storey in 1907-8. Their next project was the addition of a kitchen.'

Sands & McDougall Melbourne or Victorian Directories

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1915 423 Prince George Hotel etc

D1920 419-21 Murphy, Edwd, tobacconist and conf, Ashton, Wallace hair dresser
423 Prince George Hotel etc.
3 A'Beckett Street - Prince George Hotel

D1924 411-423 Fryberg, Solomon gen dealer, 423 Mrs Kirby restaurant, Daniel J Kirby
A'Beckett Street British -Australian Tobacco Co (storerooms)
D1930 411-423 WD & HO Wills (Aust) Ltd tobacco

D1955 411-423 WD & HO Wills (Aust) Ltd tobacco manuf. Importers, retailers

Municipal rate records

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.
No search carried out.

Relevant thematic history extract

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 99

5.8 THE CITY BEAUTIFUL BUILDING

The Edwardian period was an unequalled one for technical innovation in city building, and the role of reinforced concrete especially is quite distinctive by comparison with Sydney. Reinforced concrete was a

new material, still hedged about with countless patents taken out by the engineers who pioneered it, but the Monier system was more or less the mainstream European form. The Australian licence had been obtained by Carter, Gummow & Company of Sydney, and their works in Victoria were supervised by the engineers Monash & Anderson, until John Monash acquired the Victorian rights and established his own company. Despite the lead held by Carter & Gummow, they did not construct concrete-framed city buildings, partly because the Sydney regulations made no provision for them until 1916, and probably because the company, being more interested in explicitly engineering work, did not agitate hard enough to have the regulations changed. Monash had a more gung-heritage overlay approach, and managed to slip his first building under the guard of the building surveyor.

The first conventional building in Australia with a complete concrete structure was built by Monash in Oliver Lane in 1905, and extended two years later. His own offices were within it, as were those of the cement manufacturer, David Mitchell, who may have given his financial backing. Here there is no brick cladding, but a complete concrete structure resembling those which Frederick Ransome was building in the United States." It is not clear how it obtained approval, for it was possible to build in this way only by obtaining a dispensation from the requirements for wall thicknesses under Melbourne building regulations. The Oliver Lane buildings seem to have been the first conventional buildings in Australia constructed wholly of reinforced concrete.

Meanwhile Bank Place Chambers, in Bank Place, by the architects Tunbridge & Tunbridge, which was first proposed in 1904, required a considerable battle with the building surveyor before it was finally constructed in 1905-6 with a Monier concrete frame but exterior walls still of load-bearing brick. In 1907 the regulations were modified to allow both steel and concrete framed buildings to have thin non-structural walls, referred to as 'curtain walls', though not necessarily conforming to today's definition of the term. However, the amendment may not have come into force immediately, for in 1908 H.R. Crawford had faced the choice of getting a permit under the then current regulations, or waiting for the new regulations on reinforced concrete buildings to be promulgated.

The building permit application for the Sniders and Abrahams cigarette factory in Drewery Lane (not to be confused with their Lonsdale Street building) was lodged on 2 September 1908 by H.R. Crawford as both architect and builder, and it seems that some work on the site was begun during that year. Under the old regulations the walls were required to be as thick as brick ones. Under the new ones this was not required, but the building could only be half as high, because building heights were to be limited to half the street width. Crawford opted for the greater height and unnecessarily thick concrete walls. The factory was planned on a conventional beam and slab design with square twisted steel reinforcement, but in 1909 Crawford decided to change to the Turner system.

Claude Allen Porter Turner was a Minneapolis engineer who developed his mushroom system of construction in 1905-6, and first used it in the Johnson-Bovey building,

Minneapolis, in 1906.⁶⁹ He applied for an Australian patent on 7 November 1906 through a local patent attorney, and it was advertised on 9 April 1907 and apparently granted soon afterwards. Surprisingly, his American patent, for which he must have applied first, was not issued until 1908. By this time he is said to have been one of the busiest engineers in the United States, designing mushroom slabs in a number of mid-western cities, and another of his known early works was the Lindeke-Warner Building at St Pauls, Minnesota. Which of these American examples survive is unclear, and the Sniders & Abrahams building may well be the oldest Turner flat plate building now in existence.

By introducing a novel patented system, Crawford was the first to significantly challenge the Monier monopoly on reinforced concrete in Melbourne. Another challenger seems to have been C.A. D'Ebro, whose 'Scottish House' of 1907-8, at 90-96 William Street, is of reinforced concrete which does not appear to be on the Monier system. What the system is unclear, but in other structures at about this time D'Ebro was pioneering the use of expanded metal for reinforcement.

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained and enhanced by the historical background of the place and in the light of the 1993 and 2002 reviews.

Selected Capital City Zone warehouses from the era:

Street Number	Name	Date	Architect
• Little Bourke Street 633		1920c	
• Flinders Lane 84-94		1920c	
• Market Lane 14-16	Factory Warehouse	1921	Hudson & Wardrop
• Lonsdale Street 64-70	Khyat & Co.	1922	Peck, Arthur and Hugh
• A'Beckett Street 47-49	Grant's Warehouse	1923	Peebles, N G
• Flinders Lane 165	McDonald & Co Ltd Building	1924	Robertson & Marks
• Little Collins Street 306	Christies Piano Warehouse,	former 1925c	
• La Trobe Street 394-400	G J Coles Warehouse	1925c	

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

Central Activities District Conservation Study 1985

The building at 411-423 Swanston Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **D** on an A-F individual building scale and a streetscape level of 3(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

No citation provided.

Central City Heritage Study Review 1993

The building at 411-423 Swanston Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay²⁵⁶. The building at 411-423 Swanston Street was assessed in this review and graded **D** on an A-E individual building scale but the following draft Statement of Significance indicates a minimum grading of **C**.

Citations from this assessment are incomplete and in draft final form.

History and Description

411- 423 Swanston Street, was completed in September 1925 as a five storey warehouse. It was designed by architect Francis J Davies for tobacco company, WD & HO Wills 1. The building adopts an unusual form for a warehouse design with decorative towers to either end of its otherwise plain rendered facade. It presents a similar but less interesting elevation to A'Beckett Street. The imposing corner structure is realised in reinforced concrete with steel framed windows throughout. The building is in good and largely original condition although bars to all ground floor windows detract from its simple external expression.

Statement of Significance

411-423 Swanston Street is of some aesthetic significance at a local level as an unusually styled warehouse within Melbourne's CBD.

Footnotes

- 1 Building Permit No. 6436. (Rebuild)
2. 'The Argus': 27/4/1925: 13 description of British & Australasian Tobacco building collapse and other articles on court case

Other heritage listings

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

²⁵⁶ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

County Court Hotel , later Oxford Hotel, Oxford Scholar Hotel, 427-433 Swanston Street, Melbourne 3000



Figure 436 427-433 Swanston Street



Figure 437 427-433 Swanston Street, rear



Figure 438 427-433 Swanston Street, high integrity ground level

Historical associations with persons or events

Creation or major development date: 1887

Major owners or occupiers: Hill, Mrs Johnson, GS footballer

Designer(s): D'Ebro, Charles

Builder(s): Maxwell, H

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985²⁵⁷: A,B,C,D,E,F): **C**

MCC Place Value Definition 1985:

Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced.

Building grading 1993 (Central Activities District Conservation Study 1993²⁵⁸: A,B,C,D,E): **C**

Building grading 2002 (Review of Heritage overlay listings in the CBD 2002): **C**

Building grading level 2011 (Central Activities District Conservation Study 1985²⁵⁹: A,B,C,D,E): **B**

²⁵⁷ Referenced in the Melbourne Planning Scheme clause 22.04

²⁵⁸ Referenced in the Melbourne Planning Scheme clause 22.04

²⁵⁹ Referenced in the Melbourne Planning Scheme clause 22.04

MCC Place Value Definition 2011:

These buildings are of regional or metropolitan significance, and stand as important milestones in the architectural development of the metropolis...

National Estate Heritage Values satisfied:

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

G.1 Social importance to the community, as demonstrated by documentation or sustained community expression of value for the place

Statement of Significance

What is significant?

The County Court Hotel was constructed by H Maxwell, as hotel and two shops, for a Mrs Hill in 1887 to the design of eminent architect, Charles D'Ebro, and on the site of an earlier hotel of the same name. The hotel adopted the name, Oxford Hotel, in 1892 under licensee, Mrs M Norris. This was not long after the Working Men's College had opened opposite in June 1887 (Building 1) to take the first students and vastly extended its role in the following year. The hotel has played a key role in student social life since that date.

One of the more colourful licensees in the 1930s-1940s was George S Johnson who has been described as the first of the footballer 'superstars' while the accompanying two shops served as tea rooms and later, tea rooms and hairdresser.

The building presents a well-resolved English Queen Anne Revival parapeted façade to each of its street frontages, as expressed by the use of face red brick with cemented classical mouldings in contrast to the prevailing all-rendered hotel examples that also drew on classical detailing.

The design centres upon a corner entry element rising to a massive foliated, raised and gabled cement pediment at the parapet with the words 'erected 1887' in raised lettering. The parapet has a deep bracketed cornice, gablets set over façade bays, and a deep parapet entablature. Cemented red brick chimney pieces form a part of the picturesque building outline created by the gabled main pediment and parapet gablets.

The hotel ground floor retains early smooth rustication, arched window groupings within façade bays, ornate cemented architraves and the aedicules above many of the windows and doors provide for a high overall integrity for a City hotel. The upper storeys have also retained a high level of integrity with first floor level windows

possessing decorative pediments while those at second floor level are simpler with a linking string mould and the signature Queen Anne scroll details to sills.

New ground level openings have been created in a visually related manner along the Swanston Street north façade. A large development is underway (2011) adjoining the hotel, meaning demolition of rear service buildings.

This design along with the former Wool Exchange Building (Winfield Building, Collins St) of 1891 is a precursor to D'Ebro's Edwardian-era work which included the 1901 Gollin Building at 563 Bourke Street, also inspired by the Queen Anne style but more picturesque as inspired by the work of Norman Shaw.

The County Court Hotel is contemporary with another important Queen Anne pioneer design, Queen Bess Row in East Melbourne, which was built 1886-87 and designed by the Melbourne architects Tappin Gilbert & Dennehy (Victorian Heritage Register).

How is it significant?

County Court Hotel, later Oxford Hotel, is significant socially and historically to the Melbourne Capital City Zone and aesthetically to Victoria.

Why is it significant?

County Court Hotel, later Oxford Hotel is of aesthetic significance as an early, successful and well preserved example of English Queen Anne revival as applied to a corner Capital City Zone hotel. This is exemplified by the face brickwork which accentuates, by way of contrast, the high standard of cemented mouldings. The design is a precursor to highly significant designs executed by D'Ebro immediately before and after the 1890s depression.

Historically and socially the building has served continuously as a hotel since 1887, paralleling the development of the nearby Working Men's College and attracting public memories over an extended period as meeting and community gathering place.

Recommendations

This report recommends that:

- the building and associated land at 427-433 Swanston Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**B**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the

Melbourne Planning Scheme) and the reference document *Urban Conservation in the City of Melbourne*.

- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01²⁶⁰.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

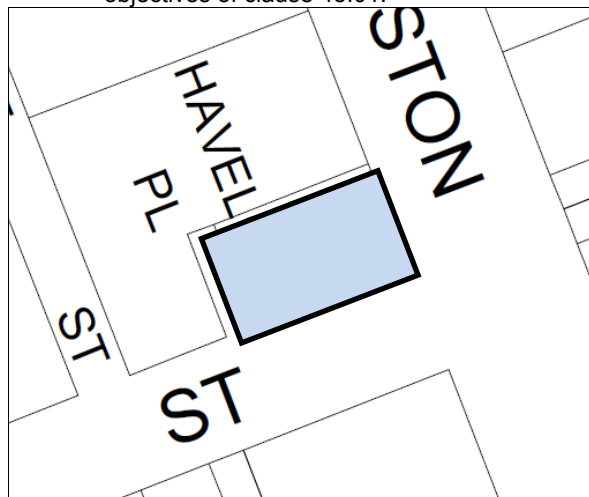


Figure 439 proposed heritage overlay

Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register?* No.

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;

- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

Building Permit Application

Building Permit Application (BPA) 1887, 2700 hotel and 2 shops

Historic Buildings Preservation Council

Willingham, Alan 1976. A survey of Historic buildings in Area no. 3 of the Central Business District Melbourne (for the Historic Buildings Preservation council) (83): 19 built 1887 altered internally, externally painted.

i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include ground level high integrity; corner site. Alterations / Recommendations: Bricks painted (inappropriate - remove by approved method), parapet urns gone and new shopfront (both inappropriate - reinstate original design or sympathetic alternative). Parapet date

'The Argus':

Thursday 7 April 1892: Permission was given to Mary Morris, licensee of the County Court Hotel, Swanston Street, to change the name of that hotel to the "Oxford Hotel"

7 Dec 1886: Transfer to Margaret Harrington, County Court Hotel, Swanston-street;

27 April 1888 and Monday 30 April 1888 'Bicyclists (Professional and Amateur), Captains and Secretaries of City and Suburban Clubs are requested to attend a MEETING on Monday, April 20, at 8 o'clock p m , at Barton's County Court Hotel, Swanston street north, to receive proposals for the advancement cycling.'

Friday 14 October 1892

Case before Mr. Nicolson, P.M. of the Licensing court:

The other cases were notable for hard swearing. Mrs. Norris, licensee of the Oxford Hotel, Swanston street, was charged with not having her bar door shut and locked on Friday, September 30, at a quarter-past 1 a.m. Sergeant Hayes and Constable Hallett gave evidence in support of the charge stating that the bar door was open when they called at the time mentioned. The licensee and her husband denied the truth of the police evidence and Mr Norris went so far as swearing that Sergeant Hayes took advantage of the fact that the key was left in the door and unlocked it himself. The Bench, In the decision of the majority, elected to believe the police witnesses and having advised the

²⁶⁰ Interiors and trees have not been assessed unless cited otherwise in the place description

Heritage Assessment of 427-433 Swanston Street, Melbourne

licensee to keep the key out of the door in future fined her £5.'

Friday 25 August 1899

'BACKING THE WRONG HORSE.

The disadvantages of betting by proxy were illustrated in the City Court yesterday, when Margaret Farquharson, licensee of the Oxford Hotel, Swanston street, charged Angus Miller, a barman, with having stolen £2, money which she had given him to "back" a horse called "Novus" in the Ladies Bracelet race at Caulfield on August 9 The horse won, but when the informant asked Miller for her winnings, he sorrowfully recited how, on arriving at the racecourse, he had come to the conclusion that another horse named Bluecap had a better chance of winning the race, and he had therefore "backed" it The informant indignantly asked for the return of her money, and as it was not forthcoming she charged him with having stolen it'

Monday 20 April 1942

'Sydney George ("Mallee") Johnson, former police officer, and Carlton footballer, now proprietor of Oxford Hotel, Swanston St, city, struck by car near his home, concussion, fractured ribs, and facial abrasions; treated at Royal Melbourne Hospital.'

Thursday 18 June 1953

'Warrnambool after this year's "Argus" Melbourne - Warrnambool road race on October 3....

'Yesterday Mr. Morrie Johnson, of the Oxford Hotel in Swanston St., gave £10/10/ towards the race.

Mr. Johnson has been interested in the bike game and the Warrnambool for more than 20 years.'

George S. Johnson

(From Wikipedia...)

'Commencing at Richmond in the VFA in 1901, 'Mallee' Johnson became "a folk hero to the club ... the first of the super-heroes". By 1902 he was the dominant big man in the competition and an integral part of Richmond winning their first premiership.

He left Punt Road for the VFL prior to the 1905 season and in his five seasons at Carlton the team played in the finals every year, winning the premiership in 1906, 1907 and 1908. Johnson represented the VFL at the 1908 Melbourne Carnival.

When legendary Carlton coach Jack Worrall was pressured into resigning in 1909, Johnson was one of the players who chose to leave the club at the end of the season. He went back to the VFA and played in North Melbourne's 1910 premiership side and later with Melbourne City and Prahran.' cites Hansen, B (1989). Tigerland - The History of the Richmond Football Club From 1885. Melbourne: Richmond Former Players and Officials Assoc.. pp. p25.

Sands & McDougall Melbourne or Victorian Directories

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or

Victorian Directories dating from the 1850s to 1974.

(D1880 County Court Hotel, Wernicke, Ernest)

D1893 429 The Oxford Hotel - Norris, Mrs M. 431 Jurgen, , Augustus , restaurant

D1904 427-429 The Oxford Hotel—Owen, Richard 431-433 Adam, Robert, restaurant

D1935 The Oxford Hotel Temple, Reg. (431 Brooks hairdresser, 433 Miss Holten, tea rooms)

D1939 The Oxford Hotel Johnson, GS, (431 Brooks hairdresser, 433 Miss Holten, tea rooms)

D1944-45 The Oxford Hotel Johnson, GS (431 J Lowe hairdresser, 433 Miss D Owen tea rooms)

D1950 The Oxford Hotel

D1955 The Oxford Hotel

Municipal rate records

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

No search carried out.

Relevant thematic history extract

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 61

4.2 BOOM AND BUST

SOCIAL DEVELOPMENT

Central Melbourne was still to a significant extent a residential area, and it was occupied largely with terraces, lodging houses and medium density accommodation, whose occupants occupied much of their leisure outside the home. The hotels, which were very numerous and mostly very small, played a much greater role in social life than they were to do in the 20th century...

Lewis: 103

5.9 THE CITY BEAUTIFUL

ARCHITECTURE AND STREETScape

...approach to classicism was apparent in the work of architects like C.A. D'Ebro (c 1851-1920). D'Ebro had established a Melbourne practice in 1881, initially in partnership with John Grainger, and he had done some work in a Boom Style or Second Empire manner before

the Depression, which he managed to ride out on the strength of his special expertise in abattoirs and freezing works.

In 1901 D'Ebro designed the Gollin Building at 563 Bourke Street in a picturesque Queen Anne manner inspired by Norman Shaw, delightful but by now distinctly outmoded. In 1905 he designed the Adelaide Steamship building in Collins Street, a component of the Rialto group which was quite tragically demolished some years ago. This was a distinctive design with a large segmentally-arched opening, and was more up-to-date,

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained and enhanced by the building's partial restoration and recognition of its stylistic role.

Selected Charles D'Ebro designs in the Capital City Zone.

Architect Name Number Street Date

- Grainger & D'Ebro; et al George & Georges, Former Equitable Coop. Society Build. 162-168 Collins Street 1883-91
- D'Ebro, Charles County Court Hotel, later Oxford Hotel, Oxford Scholar Hotel 427-433 Swanston Street 1887
- Pitt & D'Ebro McCaughan's Coffee Palace, later Great Southern Hotel 10-22 Spencer Street 1890-1891
- D'Ebro, Charles Gothic Chambers (City Proprietary Company building) 418-420 Bourke Street 1890-1891
- Speight, Richard Jnr. & D'Ebro, Charles Wool Exchange Building, Former 487-495 Collins Street 1891
- D'Ebro, Charles Abrahams, Former Gollin Building 561-563 Bourke Street 1902
- D'Ebro, Charles State Savings Bank, former 31-33 Bourke Street 1906
- D'Ebro, Charles Huddart Parker Ltd Building 464-466 Collins Street 1908

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

Central Activities District Conservation Study 1985

The building at 427-433 Swanston Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of (scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

No citation provided.

Central City Heritage Study Review 1993

The building at 427-433 Swanston Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay²⁶¹. The building at 427-433 Swanston Street was assessed in this review and graded **C** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

History and Description

The County Court Hotel, was constructed in 1887 on the site of an earlier hotel of the same name 1. The designer and builder of the three storey hotel are not known. The hotel adopted the current name, The Oxford Scholar, in 1893. 2

The building presents a well-resolved Renaissance Revival facade to each of its street frontages. The facades are of particular note for the execution in face brick and render rather than the more usual fully rendered approach. The design centres upon a corner entry element rising to a massive pediment with the words erected 1887 in raised lettering above a simply modelled parapet. The ground floor has been modified in recent years but retains early rustication and ornate arches above many of the windows and doors. The upper storeys have retained higher levels of integrity to their early state with windows at first floor level retaining decorative pediments while those at second floor level are simpler with decorative scroll details to sills. The building has been painted which has obscured the early red brick character but the building (Graeme Butler note: paint since removed) is clearly legible as an early hotel and remains in good condition.

²⁶¹ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Statement of Significance

The Oxford Scholar Hotel is of aesthetic and historical significance at a local level as a late nineteenth century hotel with a handsome Renaissance Revival façade in face brick and render. The building has served as a hotel for over a century.

Footnotes:

1 Butler, CAD Conservation Study, 1985, Oxford Hotel. 2 Sands and MacDougall, Directory of Victoria, 1865-1893

Other heritage listings

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

**State Electricity Commission of
Victoria building, later Lyle
House, 22-32 William Street,
Melbourne 3000**



Figure 440 22-32 William Street



Figure 441 22-32 William Street entry



Figure 442 22-32 William Street, central facade motif



Figure 443 22-32 William Street, rear elevation, showing addition

Historical associations with persons or events

Creation or major development date(s): 1921, 1948-1949

Major owners or occupiers: State Electricity Commission of Victoria

Designer(s): La Gerche, AR (SEC Chief Architect)

Builder(s): Hansen & Yuncken

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985²⁶²: A,B,C,D,E,F): **D**

MCC Place Value Definition 1985:

Buildings are either reasonably intact representatives of particular periods or styles or they have been substantially altered but stand in a row or street which retains much of its original character.

Building grading 1993 (Central Activities District Conservation Study 1993²⁶³: A,B,C,D,E): **C**

Building grading 2002 (Review of Heritage overlay listings in the CBD 2002): **D**

Building grading level 2011 (Central Activities District Conservation Study 1985²⁶⁴: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.

National Estate Heritage Values satisfied:

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

Statement of Significance

What is significant?

²⁶² Referenced in the Melbourne Planning Scheme clause 22.04

²⁶³ Referenced in the Melbourne Planning Scheme clause 22.04

²⁶⁴ Referenced in the Melbourne Planning Scheme clause 22.04

In a policy speech in Castlemaine in June 1918, (later Sir) HSW Lawson announced his Government's intention to create a State Government power system. Two years later, the State Electricity Commission of Victoria was created by an Act of Parliament with Sir John Monash as its chairman. The Commission immediately undertook the development of brown coal deposits near Morwell, the construction of the first of a series of steam-powered generators and the high voltage power lines required to bring electricity to the City. This was intended to serve Victoria's industrial expansion that had faltered in the past because of an erratic power supply capacity. The Commission continued in this quest until 1993 when it was dismantled into generation, transmission and distribution companies which were privatised in the late 1990s.

It quickly became clear that suitable accommodation would be required for the Melbourne staff of the Electricity Commission and in November 1920 plans were prepared for an eight storey (with more to follow) office building to be erected at the corner of William Street and Flinders Lane. This was next to the Western Market, the Melbourne Customs House, and the Port Authority Building (occupied by the SEC 1983 to 1987) as part of a government and local government building group.

The building design was prepared by AR La Gerche, who was appointed architect to the Commission in November 1920 and served in that position until his retirement in August 1938. In addition to the William Street Headquarters, La Gerche designed the Yallourn Township and the later Electricity Commission buildings on Flinders Street

The William Street building provided the usual clerical, administrative and engineering office areas required by a large utility but was unique in that it housed the central control room of the Commission's power production pool. Data relating to generation and regulation was fed to the control room by land and radio lines and staff on duty would continuously regulate voltage, carry out system switching procedures, locate and rectify faults throughout the generating facilities, transmission lines, stations and substations that comprised the power production pool.

The building took the form of a large but simplified modern Commercial Palazzo form with restrained Greek revival detailing. Eminent architect and architectural historian, Robin Boyd described the completed building in the seminal text, 'Victoria Modern', as being 'remarkably simple'. This was an indicator of the building's perceived role in formulating the path of Modernism in the State.

Key features of the Commercial Palazzo style found here include the vertical tripartite division of the façade into a heavy rusticated base and neutral intermediate floors surmounted by a prominent classical cornice. Each of the two principal facades was distinguished by a central metal-framed and clad window panel rising through the full height of the intermediate floors. Two additional matching floors were added to the building 1948-1949 but few other external changes have been undertaken and the building remains in good and largely original condition. Details like the heavy panelled bronze clad door to the south William Street entry are notable.

How is it significant?

State Electricity Commission of Victoria building is significant historically and aesthetically to the Melbourne Capital City Zone

Why is it significant?

The former State Electricity Commission of Victoria building is aesthetically significant as an early and good example of Greek Revival details applied to a Commercial Palazzo form within Melbourne's Capital City Zone and historically one of a small number of 20th century multi-storey government offices erected in the pre World War Two era. The building has a long association with the expansion of the State Electricity Commission and development of the state power system.

Recommendations

This report recommends that:

- the building and associated land at 22-32 William Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01²⁶⁵.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

²⁶⁵ Interiors and trees have not been assessed unless cited otherwise in the place description

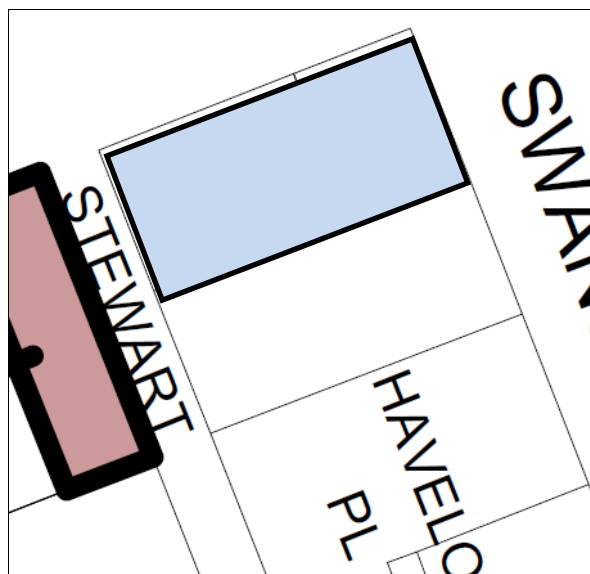


Figure 444 proposed heritage overlay

Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register?* No.

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

Historic Buildings Preservation Council

Keith and John Reid, CBD Study Area 7 Historic Buildings Preservation Council, 1976: page 29;

I-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include - relates to Port Authority Building; first SEC headquarters. Other Comments CBD study recommends façade retention.

Building Permit Application

Building Permit Application 15 Aug. 1948, 24639,

Mahlstedt fire insurance plans series:

Mahlstedt fire insurance plans 1924: block 18: shown south of Western Market, part of government, local government group, reinforced concrete beams, and floors.

1948-: block 18: shows as 10 storeys

Cityscope

'Melbourne Cityscope' c1973 map 36, 18 - 12 floors, past HQ of SECV completed 1922, site of Fawkner's 1836 hotel and house.

'The Argus':

Frid 23 Sep 1921

'ELECTRIC POWER PLANTS.

Views of Sir John Monash,

Because the Ministry could not see its way clear to embark on the Kiewa power scheme, it did not mean that it was not eager to discover a less ambitious scheme, which would help development in its neighbourhood, and could be linked up with the Morwell project. Emphasis was laid on this fact by Sir John Monash, chairman of the State Electricity Commission, who addressed delegates to the annual conference at the Waterworks Trusts Association at the Stock Exchange on Wednesday on the possibilities of electrical development in Victoria.

Anyone who charged him with being an agnostic to hydro-electric power, said Sir John Monash, did him a grave injustice. But the present state of the demand for electricity had to be considered by the commission. The community of Victoria was greatly under industrialised. In proportion to its population it was not consuming anything like the amount of power used by similar communities in other parts of the world. Trustworthy data showed that in America there was 3.1/2 horse-power behind every industrial worker. In this State he doubted if there was as much as half horse-power behind each worker. Electric supply in Victoria hitherto had been precarious and erratic through insufficient installation of plant and industrial troubles, but relatively the total demand was small and the load factor was low...'

Friday 13 April 1923

'Electricity Commission Social Club.

An interesting event in connection with the rapidly developing State Electricity Commission took place on Monday night at Anzac House, where members of the staff and their friends held a card party, supper and dance. At the request of the chairman of the social committee (Mr. A. C. Newton), Mr. H. R. Harper, engineer-in-chief of the Commission, formally declared the club open. Mr. Harper pointed out the advantages of such welfare organisations in modern business, and how social intercourse rubbed off the departmental corners in such a large building as the Electricity Commission's offices. The engineer-in-charge of briquetting (Mr. H. Herman) thanked the committee for its work, and wished the Social Club every success. There were more than 120 guests at the function, which is to be the fore runner and in which the chairman (Sir John Monash) is taking a leading part.'

Museum of Victoria web site:

<http://museumvictoria.com.au/collections/themes/3519/state-electricity-commission-of-victoria-secv-collection>

'State Electricity Commission of Victoria (SECV) Collection

The State Electricity Commission of Victoria (SECV) Collection contains glass plate and film negatives, photographic prints and photo albums, relating to the development of the electric power supply industry in Victoria, dating from the late 1880s to 1993. It includes images taken by the State Electricity Commission of Victoria and its various predecessors, both private and municipal power supply enterprises.

The State Electricity Commission of Victoria (SECV) was established in 1921 to supply electricity to Victoria. This role continued until 1993 when it was disaggregated into generation, transmission and distribution companies, which were further split and privatised in the late 1990s.

Prior to the establishment of SECV, electricity was generated and distributed by a number of private and municipal generator and distribution companies. These companies generally relied on a fuel supply provided by the black coal industry of New South Wales, which was strike-prone and unreliable. The images in the SECV collection range from the 1880s to 1993 and include construction works, staff, interiors and exteriors of power stations in Adelaide, Port Adelaide, Geelong and Melbourne, the illumination and electrification of Victoria, and electrical products.

Key projects such as the development of the Yallourn Power Station, one of the first capital works to be carried out by the SECV, the Snowy Mountains Scheme, and the Rubicon Hydroelectric Scheme, are documented in this collection. The SECV also built and managed the company town of Yallourn for workers of the accompanying power station, and operated several railways and three provincial electric tramways, images of which are also included in the collection.'

Sands & McDougall Melbourne or Victorian Directories

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1924 22-32 State Electricity Commission of Victoria offices ground to 4th floor, 5th-7th floors leased.

D1930 State Electricity Commission of Victoria offices

D1935 State Electricity Commission of Victoria offices (plus State Explosives Dept, caretaker Carlos)

D1939: State Electricity Commission of Victoria

D1974: State Electricity Commission of Victoria

Municipal rate records

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

No search carried out.

Relevant thematic history extract

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 95

5.5 THE CITY BEAUTIFUL

TOWN PLANNING

'The impulse to clear slums and the idea of the City Beautiful came from quite different roots, and the imposition of height limits in Melbourne relates to the latter, but also to a more practical consideration – the length of the fire brigade ladders and the pressure to which water could be pumped. There were no restrictions before February 1916, but in that year the City Council's new regulations came into force, specifying a maximum height of 132 feet (40.3 m) for buildings of steel and concrete, and 110 feet (33.6 m) for others. From 1922 to 1933, seventeen new buildings reached the 132 foot height limit, amongst them the Capitol Building, Temple Court, Nicholas Building, Myers, the Hotel Alexander (now the Savoy Plaza), T. & G. Building, Coles (Bourke Street), the AMP Society, the Manchester Unity building and the SEC headquarters.'

Lewis: 97

5.6 THE CITY BEAUTIFUL

UTILITIES

'Despite this apparent entrepreneurial success, the generation of power (by the MCC) did not remain

entirely in-house, for from 1921 a proportion was bought from the Railways under a supply contract, using the Council's 5,000 kW frequency changer. Clearly, with a dense and captive market, the Council could do well even by selling power brought from outside. With the establishment of the State Electricity Commission it was made clear that it would no longer be allowed to profiteer, in its role as a middleman, from the distribution of power generated by the state. Moreover, according to Sir John Monash, Chairman of the Commission, the chaotic and inefficient conditions of electricity generation and distribution in Melbourne were unparalleled anywhere in the world. There were fourteen different electrical concerns in Melbourne, and they supplied power to different standards, so that an electric motor which worked in Richmond would not operate in Essendon, and one from Essendon would not work in Prahran... Accusations by the Council itself of a breach of faith by Monash had resulted in the establishment of the parliamentary select committee to examine the Commission's activities, and it was before this committee that Monash made his remarks.

Monash was completely vindicated and, according to Geoffrey Serle, the Town Clerk, T. G. Ellery, and Lord Mayor, J.W.

Swanson, were made to look stupid and selfish. 55 But they kept their electricity...

Lewis: 119

'6.7 THE NEW IMAGE

PUBLIC WORKS...

Other state run institutions such as the State Electricity Commission built their headquarters during these years, and, using either in-house architectural departments or private consultants, these bodies gradually took on increasingly corporate images'

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained and enhanced by the historical background and architectural analysis provided by the subsequent reviews.

Selected Capital City Zone offices built in the early 1920s, noting that Lyle House is the only public building:

Street Number Name Date

- Little Lonsdale Street 372-378 Women's Venereal Disease Clinic 1919
- Swanston Street 135-137 Cann's Pty. Ltd. building 1919-1920
- Collins Street 12 Victor Horsley Chambers 1920-1
- Little Collins Street 362-364 1920c
- Little Collins Street 313-315 Display Block 1921
- Swanston Street 163-165 Swanston House, Ezywalkin Boot shoe and Slipper Store 1921
- Swanston Street 248-252 Tattersalls Building 1922
- Queen Street 20-26 Yorkshire House 1922-1923

- Bourke Street 179-183 Bourke House 1922-1923
- Collins Street 405-407 Aldersgate House 1923
- Exhibition Street 30-40 Alley Building 1923, 1936
- Flinders Street 32-74 Herald-Weekly Times Building 1923-29
- Collins Street 422-428 Temple Court (also Little Collins St) 1923-4
- Collins Street 71-73 Harley House 1924
- Little Collins Street 445-453 Temple Court (rear) 1924
- Swanston Street 113 Capitol House 1924
- Lonsdale Street 439-445 Michaelis Hallenstein & Co building 1924
- Bourke Street 323-325 Public Benefit Bootery, former 1924
- Flinders Lane 165 McDonald & Co Ltd Building 1924

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

Central Activities District Conservation Study 1985

The building at 22-32 William Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **D** on an A-F individual building scale and a streetscape level of (scale of 1-3). This was on the basis of comparative architectural values at that time.

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

No citation provided.

Central City Heritage Study Review 1993

The building at 22-32 William Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital

City Zone but outside of the heritage overlay²⁶⁶. The building at 22-32 William Street was assessed in this review and graded **D** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

History and Description

In a policy speech in Castlemaine in June 1918, (later Sir) HSW Lawson announced his Government's intention to create a state power system. Two years later, the State Electricity Commission of Victoria was created by Act of Parliament with Sir John Monash as its chairman. 1

The Commission immediately undertook the development of brown coal deposits near Morwell, the construction of the first of a series of steam-powered generators and the high voltage power lines required bring electricity to the City. It quickly became clear that suitable accommodation would be required for the Melbourne staff of the Commission and in November 1920 plans were prepared for an eight storey building to be erected at the corner of William Street and Flinders Lane. 2 The design was prepared by AR LaGerche, who was appointed architect to the Commission in November 1920 and served in that position until his retirement in August 1938. In addition to the William Street Headquarters, LaGerche designed the Yallourn Township and the later Commission buildings on Finders Street. 3

The William Street building provided the usual clerical, administrative and engineering areas required by a large utility but was unique in that it housed the central control room of the Commission's power production pool. Data relating to generation and regulation were fed to the control room by land and radio lines and staff on duty would continuously regulate voltage, carry out system switching procedures, locate and rectify faults throughout the generating facilities, transmission lines, stations and substations that comprised the power production pool. 4

As constructed, the building took the form of a large palazzo. Robin Boyd described the completed building as being 'remarkably simple'. 5 Key features of the style found here include the vertical tripartite division of the facade into a heavy rusticated base and neutral intermediate floors surmounted by a prominent classical cornice. Each of the two principal facades was distinguished by a central metal window surround rising through the full height of the intermediate floors. By 1949, two additional floors had been added to

²⁶⁶ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

the building 6 but, with the exception of unsympathetic exterior painting, few other changes have been undertaken and the building remains in good and largely original condition.

Statement of Significance

The former SEC Headquarters at 22-32 William Street is of aesthetic and historical significance at a local level as a good example of an intact interwar palazzo design within Melbourne's CBD and for its associations with the development of the state power system.

Footnotes:

1 State Electricity Commission of Victoria, Three Decades: The Story of the State Electricity Commission of Victoria from its inception to December 1948, p.6.

2 Ibid, p.40.

3 Ibid, p.46.

4 Ibid, p174.

5 Boyd, Victorian Modern, p. 22

6 Ibid, p.37.

Other heritage listings

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

**Dillingham Estates House,
Former, 114-128 William Street,
Melbourne 3000**



Figure 445 114-128 William Street



Figure 446 114-128 William Street



Figure 447 114-128 William Street in plaza



Figure 448 114-128 William Street, plaza shared with former BHP Building

Historical associations with persons or events

Creation or major development date: 1973-1976

Major owners or occupiers: Dillingham Corporation of Australia Ltd.

Designer(s): Yuncken Freeman Architects Pty. Ltd.

Builder(s):

Place evaluation

Building grading and streetscape level 1985
(Central Activities District Conservation Study 1985²⁶⁷: A,B,C,D,E,F): **C 1**

MCC Place Value Definition 1985:

Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of

²⁶⁷ Referenced in the Melbourne Planning Scheme clause 22.04

construction, as well as some individually significant buildings that have been altered or defaced.

Building grading 1993 (Central Activities District Conservation Study 1993²⁶⁸: A,B,C,D,E): **C**

Building grading 2002 (Review of Heritage overlay listings in the CBD 2002): **C**

Building grading level 2011 (Central Activities District Conservation Study 1985²⁶⁹: A,B,C,D,E): **B**

MCC Place Value Definition 2011:

These buildings are of regional or metropolitan significance, and stand as important milestones in the architectural development of the metropolis.

National Estate Heritage Values satisfied:

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

Statement of Significance

What is significant?

As with the visually similar and highly significant Eagle Star Insurance Co. Ltd. building (1971) in Bourke Street, Yuncken Freeman Architects Pty Ltd., were also the designers of this 24 storey office building in the 1970s. The partner in charge was Barry Patten and the design architect, Llew Morgan.

The building, titled then as Dillingham Estates House, was photographed near completion in 1975 by the eminent photographer, Wolfgang Sievers. Dillingham Corporation of Australia Ltd. was a group of companies involved in building construction, engineering, dredging, ship building, mining, real estate, property development, earth moving, road building, quarrying and cattle stations. This building and the neighbouring BHP House were products of the 1960s, early 1970s mineral and energy boom of the time.

Unlike Eagle Star and like its black neighbour, the former BHP Building (1973), placement of the service core centrally maximised the extent of full height glass windows on all four façades. This in turn allowed full expression of the archetypal commercial glass box but unlike the 1950s predecessors (such as 100 Collins Street), this

was a 'skin' building that was not transparent and did not reveal its structure except as implied on the external walls. The windows were set in aluminium clad panels on a strict module, placing the aluminium and glass surfaces, seemingly into one gleaming plane or skin. There was no reference to a traditional window as a framed wall opening except for the chair or vertigo rail.

Fire separation between floors was achieved by turning the fire wall down below the floor level so rentable floor measurement was taken from the chair rail and not the typically thicker spandrel or fire wall which fell within the false ceiling space below. This achieved spectacular floor to ceiling glazing at dizzy heights over the street below. Unlike the naturally ventilated early 1950s glass boxes there was now a service chamber above the ceiling housing air-conditioning ducts. This chamber was, in turn, reflected on the external elevation as horizontal bands of aluminium and served to obscure part of the structure (floor slab) and, in effect, took its place. Hence the façade presents the impression of a structural grid rather than the transparent façade of the 1950s, revealing the structure behind.

Estates House is located in a paved and landscaped plaza of the same era shared with its architectural mentor, BHP House, to provide an unequalled grouping of this style of office block in its original plaza setting. A six-level parking block to the east is in a related minimalist style while a shuttered ramp leads to basement parking under Estates House itself. The ground level interior has changed with minor external additions and limited unrelated corporate signage

This form of highly sophisticated International Modernism commenced in Melbourne with the 1960 aluminium clad Shell House (since demolished, Buchan Laird & Buchan with Skidmore Owings & Merrill) and reached its culmination with the Broken Hill Propriety Ltd. Building which has been described within the national context by architectural critics as follows:

'Australia's finest building in this idiom... This classical steel building, with a flush, black frame and dark glass, shows the minimal detailing, precision of jointing and the simplicity of line, typical of mature examples in the United States..'

Other predecessors included Yuncken Freeman's own offices (1968) at 411 King Street, Melbourne and, in North America, buildings such as General Life Insurance, Connecticut (1957) and the Pepsi-Cola Company Offices, New York (1959).

The precursor to Estates House, Eagle Star was also described as follows, with attributes that also apply to Estates House:

²⁶⁸ Referenced in the Melbourne Planning Scheme clause 22.04

²⁶⁹ Referenced in the Melbourne Planning Scheme clause 22.04

'...The significance (of) the building however goes beyond its aesthetic qualities. Eagle House is one of the finest examples of the curtain wall in Australian Architecture thanks to its highly sophisticated skin. Green tinted glass and flush aluminium create a taught wrapping of the façade. The building also depicts one of the first examples of floor to ceiling glazing, unique of its time. Eagle Houses' refined level of detail has earned it a place of the Victorian Heritage Register.'

Although Estates House was superficially similar to Eagle Star and part of the Barry Patten stable of Mies Van der Rohe architectural inspirations, it nevertheless has the qualities of all of these buildings while having the advantage of a free standing site, like BHP, that displayed fully the shining glass and aluminium skin wrapped on a simple rectangular shaft. Yuncken Freeman had an unequalled national reputation for superb architectural detailing and classically simple forms that had prevailed over the comparatively featurist architecture of their contemporaries in Melbourne and Sydney. This building is well-preserved and a very good example of a distinct and valuable body of work within the commercial architectural idiom that has no equal in Victoria.

Estates House is a key part of a group of highly significant Modernist office designs in this part of the finance district of the Capital City Zone, including many by Yuncken Freeman: they include Royal Insurance Group Building, BHP Building, Eagle Star, the AMP tower and St. James building complex by Skidmore Owings and Merrill.

How is it significant?

Estates House is significant aesthetically to the Melbourne Capital City Zone and Victoria.

Why is it significant?

Estates House is significant aesthetically as one of the three superb Yuncken Freeman International Modern styled multi-storeyed office buildings within the Capital City Zone which is distinguished by its flush aluminium and glass façade displayed to full effect on an island corner site within the financial centre of the Capital City Zone. The building is also part of a highly significant International Modern styled office group.

Recommendations

This report recommends that:

- the building and associated land at 114-128 William Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,

- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01²⁷⁰.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

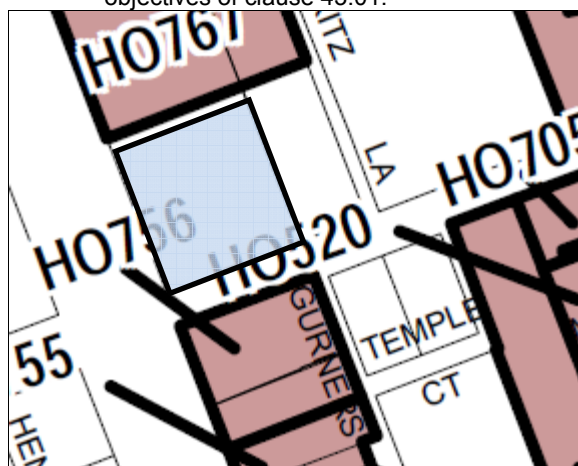


Figure 449 proposed heritage overlay

Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register?* No.

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;

²⁷⁰ Interiors and trees have not been assessed unless cited otherwise in the place description

Heritage Assessment of 114-128 William Street, Melbourne

- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

Historic Buildings Preservation Council

Keith and John Reid, CBD Study Area 7 Historic Buildings Preservation Council, 1976: page 139;

i-Heritage

MCC *i-Heritage*: Central Activities District Conservation Study - Graeme Butler, 1984 Notable features include - clone of Eagle Star without its fine proportions. Other Comments CBD study: retention essential.

Twentieth Century Architecture Register of Royal Australian Institute of Architects:

Graeme Butler, 1982-3, Twentieth Century Architecture Register of Royal Australian Institute of Architects: cites Keith and John Reid, CBD Study Area 7; lists structural engineer as Irwin Johnston & Partners Pty. Ltd.; mechanical Lobley Treidel & Partners; designer Barry Patten for YFA.

MCC Building Permit Applications:

March 1973, 43622 \$6,700,000 24 storey office building (followed by many fit-out applications)

1990, 68563 refurbish ground level

State Library of Victoria

State Library of Victoria collection: Wolfgang Sievers, 'Dillingham Estates House by Yuncken Freeman Architects, William Street, Melbourne', 1975 [2] [pictures] also model, etc.



Figure 450 W Sievers 1975 State Library of Victoria



Figure 451 Model, State Library of Victoria

'Business Who's Who of Australia' 1974: 229

Dillingham Corporation of Australia Ltd: group of companies involved in building construction, engineering, dredging, ship building, mining, real estate, property development, earth moving, road building, quarrying and cattle stations.

International Directory of Company Histories | 1988 | Dillingham Corporation (copy held)

Victorian Heritage Register:

Eagle Star

473 BOURKE STREET MELBOURNE,
Melbourne City

Victorian Heritage Register (Victorian Heritage Register) Number

H1807 Heritage Overlay Number HO901

Statement of Significance

What is significant?

Eagle House was built in 1970-71, and was designed by the noted Melbourne firm of Yuncken Freeman Bros. Architects, as the headquarters for the local branch of the London based Eagle Star Insurance Co. The completed building was highly regarded by the architectural community, winning the RAIA Award of Merit in 1972 as 'one of the most elegant and attractive office buildings in Australia', as well as the inaugural Alcoa Australia Award for aluminium use in 1973. The green tinted glass and natural finished aluminium curtain wall is delicately detailed, and flush, forming a taut skin over the simple rectangular volume of the projecting front section of the 12 storey office tower. The service core, a simple aluminium clad volume, is located towards the rear of the site, allowing the curtain wall section to appear free-standing.

How is it significant?

Eagle House is of architectural significance to the State of Victoria.

Why is it significant?

Eagle House is of architectural significance as one of the finest examples of the curtain wall phase of Australian commercial architecture. The walling is particularly sophisticated, representing the ultimate refinement of the sheer skin-like qualities of earlier examples, such as Gilbert Court and ICI House. The green tinted glass and natural finished aluminium are detailed to be absolutely flush, and form a tight 'skin' wrapping around the front tower-like portion of the building. The curtain wall is finely resolved and detailed, incorporating one of the first examples of floor to ceiling glazing, with vertigo rail, and thick horizontal bands of the aluminium cladding, covering the ceiling space. The elegance of the design is enhanced by the slim vertical mullions, which create a fine grid, and by cantilevering the whole first bay of the building, minimising the visibility of the structural concrete columns within. Eagle House is notable for its use of colour and materials and slick modern presentation, while its modest scale and fine proportions allow the building to retain a human scale. Its qualities were recognised by the RAIA, which gave the building the Award of Merit in 1972.

Eagle House is also part of a nationally important precinct of post-war commercial office towers, including the highly significant (former) BHP building, the adjacent (former) Estates House, both by Yuncken Freeman, and the AMP tower and St. James building complex by Skidmore Owings and Merrill.'

Victorian Heritage Register

130-148 WILLIAM STREET and 503-523 BOURKE STREET MELBOURNE, Melbourne City

Victorian Heritage Register (Victorian Heritage Register) Number H1699

Heritage Overlay Number HO767

What is significant?

The former BHP House was constructed from 1969 to 1972 as the national headquarters of the Broken Hill Proprietary (BHP) Company. The architects of the forty-one storey steel, concrete and glass building, Yuncken Freeman Architects, worked closely with engineers Irwin Johnson and Partners to design a fine engineering structure, the tallest building in the city at the time. In developing the design for the tower, project architect Barry Patten and his team sought assistance from architects and engineers at the Chicago office of Skidmore Owings and Merrill, spending ten weeks there in 1968.

What is significant?

The former BHP House is of architectural, scientific (technological) and historical significance to the State of Victoria.

How is it significant?

The former BHP House is of architectural significance as one of the landmark high-rise buildings in the State, demonstrating the principal characteristics of early 1970s multi-storey office buildings. When constructed, BHP House was a landmark in both the physical and historical development of multi storeyed office design. It heralded a new aesthetic in high-rise buildings, with the replacement of 1950s and 1960s banded curtain walls and externally- expressed service cores with a new all-embracing sheer glazed curtain wall. BHP House was designed, like similar earlier buildings of Mies van der Rohe, to be viewed as a three dimensional sculptural monument separate from the surrounding cityscape. The open plan, fully glazed, ground floor plaza, which raises the bulk of the building to the first floor level, increases the sense of distinction. The building is an outstanding architectural expression of corporate image, especially through its innovative and extensive use of BHP's steel technology. The building was also distinguished by high quality and co-ordinated interior design, furniture and artwork, all now unfortunately removed.

The former BHP House is of architectural significance as one of the most noteworthy buildings designed by the Melbourne firm Yuncken Freeman Architects, who designed many multi- storey office buildings in the Melbourne CBD from the 1950s through to the 1970s. Other significant Yuncken and Freeman buildings include Estates House (1976), next door to BHP House, the Sidney Myer Music Bowl, and La Trobe University.

The former BHP House is of scientific (technological) significance for its innovative structural application of steel and concrete. New techniques were employed for the foundations, which were comprised of a concrete raft poured in a single continuous action. The composition of the floor structure, which was of steel decking and lightweight concrete over steel beams encased in asbestos rather than concrete to reduce weight, was also innovative. This flooring acted as a stiffening element in the overall structural design of the building, along with the cap and belt trusses, allowing the structural loads to be carried down through the outer skin of steel and the central services core. This produced open floor plans, devoid of internal columns and increasing the flexibility of internal space. Many of

the fundamental ideas informing the layout and arrangement of BHP House were retained as standard features of high rise office buildings in subsequent decades. The building was also innovative in its adoption of a new energy efficient 'total energy system', generating its own electricity using BHP natural gas. Unfortunately, this has now been completely removed.

The Former BHP Building is of historical significance as a symbol of major changes occurring within Melbourne in the last several decades of the 20th century. As an isolated sculptural monument, isolated from the traditional streetscape, it reflected the transformation of Melbourne's CBD into a corporate and government core, as retailing, industrial and warehousing functions followed the city's population to the spreading suburbs. The building was part of a trend towards much larger projects on consolidated blocks that was to change the face of the city forever. Like the ICI Building a decade previously, the construction of BHP House heralded changes to Melbourne town planning codes allowing further increases in height and floor area. The corporate image of money and power is clearly expressed in this shining monolith, which was also a reflection of the prosperity of resource companies at a time when there was great optimism about the potential for resource-led economic growth in Australia.

Yuncken Freeman From Wikipedia, the free encyclopedia

Yuncken Freeman Architects began as a practice when Rob Yuncken and John Freeman left their positions as senior associates in A & K Henderson. Their departure was accompanied by Tom Freeman and Balcombe Griffiths, also employees at A & K Henderson. Roy Simpson was later recruited into the firm by recommendation of a fellow student, during his time at the School of Design in Melbourne University. Yuncken Freeman is an abbreviation of an original longer name. Their office was located in the same Henderson Building, near the Mitre Tavern and its area was a social hub for a community of architectural firms, fellow students and friends from the Architectural Students' Society including Leslie M Perrott, Marcus Barlow, Bates Smart & McCutcheon and others.

By the 1940s the operations of the firm was disrupted by WWII, which unavoidably grew to be a much serious threat than before. Rob Yuncken and Roy Simpson eventually enlisted into service, providing planning and design services to the U.S. Army Engineers Corps, for territory reclaimed by General MacArthur's campaign. When the dust settled in 1946, Yuncken and Simpson returned to Melbourne. Only to find the members of the original group scattered. They did however reunite to continue their practice.

In 1947, Yuncken Freeman was appointed by the Victorian Government to initiate an emergency housing project in London. Simpson, who had experience during his days in the U.S. Army, headed the project where he provided designs for pre-built housing that could be assembled by unskilled labour. Fifty years later, these homes are still occupied. He was awarded the Gold Medal by the Royal Australia Institute of Architects (RAIA) for his significant contribution.

Roy Simpson being the youngest of the original group and the sole survivor of the five original partners subsequently added Barry Patten and John Gates, John Yuncken, Robert Peck and Jamie Learmonth and others. Yuncken Freeman has grown steadily over the years particularly from the economic boom from the 1950s to 1980s to be a sizeable firm in Australia. Yuncken Freeman has branch offices in Hong Kong as well as other parts of south-east Asia.

YFA Examples:

AON Centre (Royal Insurance Group Building) 430 - 444 Collins Street, Melbourne, Australia, 1964

Scottish Amicable Building 128 - 146 Queen Street, Melbourne, Australia 1966

Flagstaff House 411 - 415 King Street, Melbourne, Australia 1968, Yuncken Freeman office

Typical of the Yuncken Freeman works lead by Patten, Flagstaff house is very characteristic of the Chicago Modern. The building uses a simple ribbed steel cage structural system and sits low in Melbourne's skyline. Designed to serve as offices, this building became home to the Yuncken Freeman firm in 1970.

BHP House 140 William Street, Melbourne, Australia 1967 - 1972

Another heritage listed building; BHP House, received the RVIA Victorian Architects award in 1975. Barry Patten took his team to Chicago to work closely with Fazlur Khan and Hallyengar in order to develop the first concepts for the project. This took place in the offices of Skidmore Owings & Merrill. A belt truss system was used for the framing of BHP house, but what made it unique was its external expression of structure. Whilst many buildings in America had previously expressed this idea it had only ever served as a means of decoration. BHP House's exterior expression was in fact structural.

Eagle House 473 - 481 Bourke Street, Melbourne, Australia 1971 - 1972

Built as headquarters for the local branch of London's Eagle Star Insurance Company, Eagle House won the RAI A Award of Merit in 1972 and the Alcoa Australia Award for its use of aluminium in 1973. The building was regarded as one of Australia's most 'elegant and attractive' office buildings. The significance of the building however goes beyond its aesthetic qualities. Eagle House is one of the finest examples of the curtain wall in Australian Architecture thanks to its highly sophisticated skin. Green tinted glass and flush aluminium create a taught wrapping of the façade. The building also depicts one of the first examples of floor to ceiling glazing, unique of its time. Eagle Houses' refined level of detail has earned it a place of the Victorian Heritage Register.

Estates House 114 - 128 William Street, Melbourne, Australia 1974 - 1976

State Government Offices 1 Treasury Place, Melbourne, Australia

Eagle Star Insurance Building 28 Grenfell Street, Adelaide, Australia

Heritage Assessment of 114-128 William Street, Melbourne

Typical of Yuncken Freeman's buildings of this period, Eagle Star Insurance Building processes a very modest display. But more important is perhaps the buildings implementation of the curtain wall. ESI Building has been recognized as "a highly refined use of curtain-wall construction" in its "minimalist design".

References cited:

* http://www.architecture.com.au/i-cms_file?page=/1/17/51/1997_Roy...PDF

*

[http://adbonline.anu.edu.au/biogs/A090265b.htm%20\(A%20&%20K%20Henderson\)](http://adbonline.anu.edu.au/biogs/A090265b.htm%20(A%20&%20K%20Henderson))

*

http://www.walkingmelbourne.com/name_search.html?architects=Yuncken+Freeman&order=built

* www.theartscentre.com.au

*

<http://www.archmedia.com.au/aa/aaissue.php?issueid=200307&article=16&typeon=3>

* <http://www.youtube.com/watch?v=EiTefVF8Y7c>

* <http://vhd.heritage.vic.gov.au/places/heritage/4698>

Barry Patten

(From Wikipedia, the free encyclopedia)

Barry Beauchamp Patten (July 11, 1927 – March 13, 2003) was an Australian architect and Olympic alpine skier.

He was born in McKinnon, Victoria. Educated at Caulfield Grammar School, he studied architecture first at Melbourne Technical College before completing his degree at the University of Melbourne in 1951. In 1952 he competed for Australia at the 1952 Winter Olympics in Oslo as a skier.

Patten joined the architecture firm of Yuncken Freeman Brothers Griffiths & Simpson, and in 1957 submitted a design for the Sidney Myer Music Bowl in Melbourne. His design was chosen for the Bowl, and he worked as the project architect. Patten designed three buildings in Victoria that are now on the Victorian Heritage Register: the Myer Music Bowl, BHP House, and the Victoria State Offices.

References

* Architecture Australia (2005). Obituary: Barry Patten. Retrieved March 11, 2006.

* Olympic profile

Reserve Bank of Australia (RBA): Mining Booms and the Australian Economy

Mining Booms and the Australian Economy

Ric Battellino, Deputy Governor

Address to The Sydney Institute Sydney - 23 February 2010

`(c) The 1960s/early 1970s boom

The third boom was that in the 1960s/early 1970s. This boom was quite broadly based, but the key parts were

sharp increases in mining of coal and iron ore, and the development of oil and bauxite discoveries.

The background to this boom was that both the global and domestic economies were becoming increasingly stretched, with rising commodity prices and rising inflation more generally. Particularly important for Australia during this period was the economic development of Japan. As well as adding to the global demand for resources, this had particular significance for Australia because Japan's proximity lowered transport costs and made certain mineral discoveries economically viable.

This boom differed from the episodes in the 19th century in that it was more capital intensive. Partly this reflected supply factors, as global capital markets had developed significantly since the turn of the century. Partly it was also technological, as some of the resources could only be developed with large-scale investment. Mining investment rose from about ½ per cent of GDP in 1960 to a peak of almost 3 per cent in the early 1970s.

Export prices rose strongly, particularly in the early 1970s, resulting in a large swing in income towards exporters. The current account of the balance of payments moved to surplus, an outcome that has not been repeated since.

Employment grew strongly in the second half of the 1960s, by close to 3 per cent per annum, due to large-scale immigration and increased female participation. Wages rose strongly, and the centralised wage fixing system spread the increases widely through the community.

The nominal exchange rate remained relatively fixed until towards the end of the boom, the eventual appreciation of the exchange rate in the early 1970s coming too late to benefit the economy. Money supply growth picked up to over 20 per cent per annum in the early 1970s and fiscal policy also became expansionary. Inflation rose sharply.

Tariff cuts were introduced in 1973 to help control inflation, but the benefit of this was later offset by the imposition of import quotas to try to protect manufacturing jobs.

By the mid 1970s, both the Australian economy and the global economy were experiencing severe difficulties, primarily flowing from the adverse consequences of very high inflation. The boom therefore ended; mining investment fell to low levels, and commodity prices stagnated. '

Other sources

Taylor, J `Australian Architecture since 1960': 22

Sands & McDougall Melbourne or Victorian Directories

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1974: 114-128 rebuilding (last Directory of Victoria)

Municipal rate records

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

No search carried out.

Relevant thematic history extract

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 139

7.9 THE URBAN SPURT

ARCHITECTURE AND STREETScape

The final episode in the vertical urban spurt after 1956 was the black steel and smoked glass tower of BHP House, the third of a trio of fine commercial towers designed by Yuncken Freeman Architects in the Bourke and William Streets precinct. While Eagle House of 1970-71 and the former Estates House (1976), in William Street were finished in glistening aluminium and glass, the new Australian headquarters of Broken Hill Proprietary Limited was originally to be externally finished in mild weathering steel. BHP House was complementary in period, scale and expression to Shell House of 1958-60 and AMP House of 1963-65 opposite and today this precinct remains the most significant and striking in Victoria in terms of free-standing post-war commercial towers despite even the demolition of Shell House in 1992¹.

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained and enhanced in the light of the 1993 and 2002 reviews and subsequent recognition of the architects' special place in the City's international style design oeuvre.

Selected Capital City Zone office buildings of the 1970s:

Street Number Name Date Architect

- Bourke Street 473 Eagle House 1971 Yuncken Freeman Architects Pty. Ltd.
- William Street 130-148 Broken Hill Proprietary Ltd. House 1973 Yuncken Freeman Architects Pty. Ltd.
- Spencer Street 106-120 MMBW Building 1973 Perrott Lyon Timlock & Kesa
- Elizabeth Street 489-499 Young Women's Christian Association 1975 Perrott Lyon Timlock & Kesa
- William Street 114-128 Estates House, Former 1976 Yuncken Freeman Architects Pty. Ltd.

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

Central Activities District Conservation Study 1985

The building at 114-128 William Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 1 (scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

No citation provided.

Central City Heritage Study Review 1993

The building at 114-128 William Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay²⁷¹. The building at 114-128 William Street was assessed in this review and graded **C** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

No citation provided.

Other heritage listings

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

²⁷¹ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

**Spier and Crawford, warehouse,
259 William Street, Melbourne
3000**



Figure 452 259 William Street



Figure 454 259 William Street

Historical associations with persons or events

Creation or major development date: 1889

Major owners or occupiers: Spier & Crawford

Designer(s): Barnet, Nahum

Builder(s): Smith & Upton

Place evaluation

Building grading and streetscape level 1985 (Central Activities District Conservation Study 1985²⁷²: A,B,C,D,E,F): **B 2**

MCC Place Value Definition 1985:

Buildings of regional or metropolitan significance, and stand as important milestones in the development of the metropolis...

Building grading 1993 (Central Activities District Conservation Study 1993²⁷³: A,B,C,D,E): **B**

Building grading 2002 (Review of Heritage overlay listings in the CBD 2002): **B**

Building grading level 2011 (Central Activities District Conservation Study 1985²⁷⁴: A,B,C,D,E): **B**

MCC Place Value Definition 2011:

These buildings are of regional or metropolitan significance, and stand as important milestones in the architectural development of the metropolis...



Figure 453 259 William Street ground level

²⁷² Referenced in the Melbourne Planning Scheme clause 22.04

²⁷³ Referenced in the Melbourne Planning Scheme clause 22.04

²⁷⁴ Referenced in the Melbourne Planning Scheme clause 22.04

National Estate Heritage Values satisfied:

A.4 Demonstrates well the course and pattern of history, important historic events

E.1 Aesthetic importance to the community or cultural group, typically judged as representing an architectural style

Statement of Significance

What is significant?

Wine and spirit merchants, Spier and Crawford, commissioned architect Nahum Barnet to design this four storey brick warehouse and Smith and Upton of Collingwood to build it, commencing in mid 1888. Originally sited between the old Metropolitan Hotel and D J Tuomy and Company's wholesale wine and spirit stores, William Spiers and Robert Crawford were ideally located for their liquor wholesale trade. Behind and beside them, Wrigley and Heymensen owned stores at a later time. One store at the rear of 523- 525 Little Lonsdale Street (1855) survives having also served in the liquor trade for later owners of 259 William Street, Fogarty and Doyle Pty Ltd. Spier and Crawford also owned or traded in many country hotels.

Robert Crawford survived Spier to tell of his life in the 'Cyclopaedia of Victoria' (1904). Although in the grocery business for a lifetime, Crawford's preoccupation was now horse racing, via the Victoria Racing Club committee (from 1897). He had operated his own business since 1877, after over ten years in north eastern Victoria (Beechworth). The partners had not survived the Great Depression of the early 1890s and Crawford was gone from William Street by 1915. The new owners, liquor merchants Fogarty and Doyle Pty Ltd, remained there into the 1960s.

The designer, Nahum Barnet, was one of the most prolific architects of the late nineteenth and early twentieth centuries. He served articles with Terry and Oakden from 1876 before establishing his own practice in 1880. His first substantial commission derived from a competition for the design of the Working Men's College, (in association with Terry and Oakden, 1883). Further large commissions followed including, the Alexandra Theatre (now Her Majesty's Theatre, 1886), Ferguson & Mitchell's warehouse in Clarendon Street, South Melbourne (1887), the Montefiore Homes in St Kilda Road (1888), and a number of City warehouses. Through the late nineteenth and early twentieth centuries, Barnet would become one of the City's most innovative producer of commercial buildings including, the Friendly Societies House in Elizabeth Street (1902), Bank House in Bank Place (c.1903), the

Paton Building in Elizabeth Street (1905). Altson's building on the north corner of Collins and Elizabeth Streets (1906), Armstrong House in Queen Street (1907), the Hotel London in Elizabeth Street (1911) and the Auditorium Building in Collins Street (1913). Barnet also designed Victoria's most important Jewish Temple, the Baroque Classicist Melbourne Synagogue in Toorak Road South Yarra (1928-30).

Barnet uses his favourite Victorian-era architectural vocabulary on this early commission. The English Queen Anne or Baroque period provided exaggerated classical detailing in this strongly modelled façade. The main architectural forms within the strong tripartite massing of the elevation include scrolls to the parapet, relatively restrained twin pediments beneath, and more impressive gables supported by Barnet's distinctive long consoles (see Moss White factory), near ground level. A ground floor window arch with foliated spandrels and an iron palisade fence are valuable period details.

Unlike many Capital City Zone warehouses from this period the ground level has not been drastically altered. At the rear however, the arched former loading doors are now long windows.

How is it significant?

Spier and Crawford's warehouse is significant historically and aesthetically to the Melbourne Capital City Zone.

Why is it significant?

Spier and Crawford's warehouse is aesthetically significant for its well-preserved and strong architectural expression of Baroque and English Queen Anne revival forms by the eminent architect, Nahum Barnet, while historically the building is also a particularly well-preserved example of a commercial warehouse and offices long associated with the Melbourne and Victorian wine industry.

Recommendations

This report recommends that:

- the building and associated land at 259 William Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report **(B)** should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.

- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01²⁷⁵.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.



Figure 455 proposed heritage overlay

Interior elements

This place has been assessed typically from the public domain. Key interior elements such as entry foyers or hallways however have been noted where possible.

Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register?* No.

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';

Historic Buildings Preservation Council

Perrott Lyon Timlock and Kesa, Historical and Architectural Survey Area 2, Melbourne Central Business District (CBD), for the Historic Buildings Preservation Council, 1976 (79): 166 cites Australasian Builder and Contractor's News 14.7.1888; states of little architectural significance in the State context compared to Askew's Stalbridge Chambers (Victorian Heritage Register H0502).

MCC Building Permit Application 6 July 1888, 3510 cites builder, owner, designer, warehouse, fee £3/3/- ;

Australian Architectural Index (AAI)

Nahum BARNETT

acceptance of tender - erection of 2 storey brick warehouse in William St, Melbourne for Spicer and Crawford Smith and Upton, Australasian Builder and Contractor's News 14.7.1888: 42; also 23 June: 416.

'The Argus':

Saturday 9 June 1888

Tenders by Nahum Barnet

'Are REQUIRED for the ERECTION of a Four storey Brick WAREHOUSE,

William Street, For Messrs Spier and Crawford wine and spirit merchants'

Thursday 20 December 1888

Spier and Crawford address is William St, previous Queen St- frequent advertising sale of hotels

21 Sep 1892:

'MITTA MITTA, MONDAY.

A fire took place this morning about half past 2 o'clock, by which the Junction Hotel and contents were destroyed. The property was occupied by William Lord, and owned by Messrs. Spier and Crawford, Melbourne. Mr. John Lake's promises, the post-office, and other Government offices had a narrow escape, but the plucky efforts of the residents prevented the fire from spreading to adjacent property'

4 July 1893:

The secretary of the Old Colonists' Association acknowledges the receipt of the follow donation from S&C.

Saturday 10 March 1894

'NOTICE Is hereby given, that the PARTNFRSHIP

heretofore subsisting between William Henry Spier, and Robert Crawford, trading under the style or firm of "Spier and Crawford", at Melbourne, as wine and spirit

²⁷⁵ Interiors and trees have not been assessed unless cited otherwise in the place description

merchants, has been DISSOLVED, as from the first day of January, one thousand eight hundred and ninety four The said Robert Crawford will carry on the said business from the said date on his own account, and will receive and pay all debts of and relating thereto Dated this twenty seventh day of February 1894...',

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include elaborate/high standard design of cement rendered surfaces (strong forms); one of a group of wine dealers in area; Rear altered and openings reglazed (both sympathetic), bricks at side painted (inappropriate - remove by approved method).

Sands & McDougall Melbourne or Victorian Directories

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1893: 259 Spier & Crawford , wine and spirit

D1904: 259 Crawford, Robert, win* and spirit merchant

Municipal rate records

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

No search carried out (see Perrott Lyon Timlock and Kesa, Historical and Architectural Survey Area 2, Melbourne Central Business District (CBD), for the Historic Buildings Preservation Council, 1976: 166).

Relevant thematic history extract

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) Melbourne- the City's history and development: 63

'Between 1861 and 1891 Melbourne's population quadrupled, and the high rate of household formation encouraged massive suburban development, culminating in the land boom. The city centre benefited from the concentration of financial institutions catering not only to Victoria but to much of Australia.

Melbourne wholesale merchants also serviced intercolonial areas, like the Riverina of New South Wales, and the newly opened tracts of Queensland..'

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985

database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained.

Selected 1880s warehouses from Capital City Zone:

Street Number Name Date

- Flinders Street 130-132 Schukraft & Co warehouse, later AHA House 1885-1886
- Patrick Street 19-23 1885c
- Flinders Lane 302-306 Leicester House 1886
- Lonsdale Street 189-191 Shops & Workshops 1887
- Little Bourke Street 365-367 Warburton's shops & warehouses 1887
- King Street (rear of) 22-24 Zander Bond Store, Block C 1887
- Niagara Lane 25-31 Marks' warehouses 1887
- Heape Court (rear 359 Lt. Lons) - 1887
- Goldie Place 4-6 Penman & Dalziel's warehouse group, part 1887-1888
- Little Bourke Street 112-114 Sum Kum Lee General Store 1888
- Lonsdale Street 76-78 1888
- Lonsdale Street 377-379 1889
- Hardware Street 63-77 Dynons Buildings 1889
- McKillop Street 16-22 1889
- William Street 259 Spier and Crawford, warehouse 1889
- King Street 310-316 1889
- Little Bourke Street 362-364 Marks' warehouse 1889
- Collins Street 497-503 Rialto, The (former) 1889-90
- Timothy Lane - EZ Industries 1889c
- Little Bourke Street 493-495 Stawell Chambers 1890
- Lonsdale Street 541-561 Melbourne Storage Co., former 1890
- La Trobe Street 477 1890c
- Hardware Street 60-66 1890c
- Little Lonsdale Street 285-287 1890c
- Lonsdale Street 275-277 1890c
- Lonsdale Street 279-281 1890c
- Waratah Place - Warehouse 1890c
- Little Lonsdale Street 214-216 1890c
- Lonsdale Street 113 Store 1890c ?
- Little Lonsdale Street 289 1891
- Heffernan Lane 11-13 Mornane's Warehouse, later Chinese Cookshop 1891
- Lonsdale Street 185-187 Kearney's Warehouse 1891
- Russell Street 205-207 Harris Building 1891
- Exhibition Street 266 1891
- Russell Street 213-219 Warehouses 1891-2
- Bourke Street 32-38 1892

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

Central Activities District Conservation Study 1985

The building at 259 William Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **B** on an

A-F individual building scale and a streetscape level of 2(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

History

Wine and spirit merchants, Spiers and Crawford, commissioned Nahum Barnet to design this warehouse and Smith and Upton to build it, commencing in mid 1888.

Originally sited between two stone liquor-linked premises, 261 William Street (formerly part of the old Metropolitan Hotel) and D J Tuomy and Company's wholesale wine and spirit stores, William Spiers and Robert Crawford were ideally located for their trade. Behind and beside them, Wrigley and Heymensen owned stores at a later time: one at the rear of 523-25 Little Lonsdale Street (1855) survives also serving in the liquor trade for later owners of 259 William Street, Fogarty and Doyle Pty Ltd.

Robert Crawford survived Spiers to tell of his life in the 'Cyclopedia of Victoria' (1904). Irish and although in the grocery business for a lifetime, Crawford's preoccupation was now horse racing, via the Victoria Racing Club committee (1897-). In his own business since 1877, after over ten previous years in north eastern Victoria (Beechworth), he told nothing of Spiers when he described the building of this warehouse in 1888. Crawford was gone by 1915; the new owners, liquor merchants Fogarty and Doyle Pty Ltd, remaining there into the 1960s.

Description

Barnet uses his favourite architectural vocabulary on this early commission. The English Queen Anne or Baroque period provides the overblown classical detailing in this strongly modelled facade which appears to be anything but strictly ornamental. Scrolls to the parapet, relatively restrained twin pediments beneath and more impressive gables supported by Barnet's long consoles (see Moss White factory), near ground level, are the main forms within the strong tripartite massing of the elevation. A ground floor window arch with foliated spandrels and an iron palisade fence are valuable period details.

Unlike many CAD warehouses from this period the ground level has not been drastically altered. At the rear however, the arched former loading doors are now long windows.

External Integrity

Openings front and rear have been retained but reglazed in a neutral manner; brickwork on the side elevation has been painted.

Streetscape

Part of a low-scale group with mid 19th century character.

Significance

A free and successful use of the English Baroque which is distinguished by the strength of the modelling, expressing its warehouse use also, with the adjoining buildings, linked with the liquor trade for near 100 years. twin pediments beneath and more impressive gables supported by Barnet's long consoles (see Moss White factory), near ground level, are the main forms within the strong tripartite massing of the elevation

Central City Heritage Study Review 1993

The building at 259 William Street was assessed in this review and graded B on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay²⁷⁶. The building at 259 William Street was assessed in this review and graded **B** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

History and Description

259 William Street, was constructed in 18891 as a three storey shop (sic) for wine merchants, Spiers & Crawford. 2 Designed by distinguished local architect, Nahum Barnet and built by Smith & Upton, it is a particularly good example of the boldly mannered approach found in Barnet's early work.

Nahum Barnet was one of the most prolific architects of the late nineteenth and early twentieth centuries. He served articles with Terry and Oakden from 1876 before establishing his own practice in 1880. His first substantial commission derived from a competition for the design of the Working Men's College, (in association with Terry and Oakden, 1883). Further large commissions followed including, the Alexandra Theatre (now Her Majesty's Theatre, 1886), Ferguson & Mitchell's warehouse in Clarendon Street,

²⁷⁶ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

Heritage Assessment of 259 William Street, Melbourne

South Melbourne (1887), the Montefiore Homes in St Kilda Road (1888), and a number of City warehouses. Through the late nineteenth and early twentieth centuries, Barnet would become the City's most innovative producer of commercial buildings including, the Friendly Societies House in Elizabeth Street (1902), Bank House in Bank Place (c.1903), The Paton Building in Elizabeth Street (1905). Altson's building on the north corner of Collins and Elizabeth Streets (1906), Armstrong House in Queen Street (1907), the Hotel London in Elizabeth Street (1911) and the Auditorium Building in Collins Street (1913). Barnet also designed Victoria's most important Jewish Temple, the Baroque Classicist Melbourne Synagogue in Toorak Road South Yarra (1928-30).

The shop at 259 William Street dates from the early years of Barnet's practice. It is a distinctive building with boldly figured decorative elements to the façade. Some window elements have been altered, particularly at the ground floor, but the building is reasonably intact with sculptural arches and pediments and consoles throughout.

Statement of Significance

259 William Street is of aesthetic significance at a local level for its exceptional, boldly modelled façade built to designs by noted local architect, Nahum Barnet.

Footnotes:

1 Perrot (sic), CAD Study, 1979, p.166.

2 Butler, CAD Conservation Study, 1985, 259 William Street.

Other heritage listings

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

James White's hay and corn store, 261 William Street, Melbourne 3000



Figure 456 261 William Street



Figure 458 261 William Street, with existing Metropolitan Hotel building showing scale difference.



Figure 459 261 William Street upper level stonework



Figure 457 View of 261 William Street in the 1881 panorama, adjoining former Metropolitan Hotel building.

Historical associations with persons or events

Creation or major development date: 1854-1855

Major owners or occupiers: White, James hay & corn dealer Harris, Abraham pawnbroker

Designer(s):

Builder(s): Amess & McLaren

Place evaluation

Building grading and streetscape level 1985

(Central Activities District Conservation Study 1985²⁷⁷: A,B,C,D,E,F): **C 2**

MCC Place Value Definition 1985:

Buildings make an important aesthetic or scientific contribution that is important in the local area. This includes well-preserved examples of particular styles of construction, as well as some individually significant buildings that have been altered or defaced.

Building grading 1993 (Central Activities District Conservation Study 1993²⁷⁸: A,B,C,D,E): **C**

Building grading 2002 (Review of Heritage overlay listings in the CBD 2002): **C**

Building grading level 2011 (Central Activities District Conservation Study 1985²⁷⁹: A,B,C,D,E): **C**

MCC Place Value Definition 2011:

These buildings demonstrate the historical or social development of the local area and/ or make an important aesthetic or scientific contribution. These buildings comprise a variety of styles and buildings types. Architecturally they are substantially intact, but where altered, it is reversible. In some instances, buildings of high individual historic, scientific or social significance may have a greater degree of alteration.

National Estate Heritage Values satisfied:

A.4 Demonstrates well the course and pattern of history, important historic events

Statement of Significance

What is significant?

This shop and dwelling was constructed in 1854-5 as, architecturally, a contiguous part of the Metropolitan Hotel (opened on this site in October 1854) but used as a separate retail shop at the south end, for James White, a hay and corn dealer. The adjoining hotel had stabling and a supply of hay and corn adjoining was ideal. Coincident with the hotel and shop erection was S H & T H Merrett's Melbourne first Exhibition Building of 1854, located near opposite in William Street on the Latrobe Street corner.

The building is clearly visible in John Noone's photograph of c1869 in its original state. Another

²⁷⁷ Referenced in the Melbourne Planning Scheme clause 22.04

²⁷⁸ Referenced in the Melbourne Planning Scheme clause 22.04

²⁷⁹ Referenced in the Melbourne Planning Scheme clause 22.04

view of 1881 from the Melbourne law courts dome shows the building as that of 'A Harris' (Abraham Harris) which is at the end of, but part of, the dressed blue stone Metropolitan Hotel at the Little Lonsdale Street corner. The Harris shop is, in turn, north of Coffey's bakery adjoining Robert Dixson's three-storey stone-faced American Tobacco Works, as a fine streetscape of two and three storey early Colonial buildings. The 1881 view shows an entrance at the north end of the shop façade with a display window adjoining. The upper-level has a dressed stone string and parapet cornice mould and two double-hung sash windows each pulled half-way up; the roof, like that of the hotel, is hipped with a slate roof. The name 'A Harris' is placed above the display window and just under the parapet cornice on the upper-level: three suspended orbs denote that this was a pawn shop. Harris is noted for his house Rosaville (1882-83) now part of Medley Hall, Carlton and designed by Nahum Barnet.

The parapeted shop and dwelling is finished in dressed and tuck-pointed stone with slate to its hipped roof. The building is a typical example of a small early Victorian-era shop and residence, made distinctive by its dressed stone facade construction. The small scale of the building compared to the adjoining replacement hotel building is of note showing the evidently higher ceilings of the mid Victorian-era compared to this early colonial building.

The ground level wall has been rendered, the stone upper-level has been painted, the double-hung sash windows at the first floor have been sheeted over but their original dressed stone sills survive. The carved stone cornice and parapet are intact. Signs have been added.

Despite these largely reversible alterations and additions, the building remains legible as one of the oldest shops in Melbourne, made more distinctive by the dressed stone construction that is firmly linked with early Melbourne building. This was before the Italian influence meant cemented facades were used almost exclusively for City commercial buildings in the mid to late Victorian-era. The former hay and corn store retains its early form and much of its original detail and is generally in good condition.

How is it significant?

James White's hay and corn store, part of former Metropolitan Hotel, is significant historically to the Melbourne Capital City Zone.

Why is it significant?

James White's hay and corn store, once part of the old Metropolitan Hotel, is of historical significance as one of the oldest group of shops and dwellings within Melbourne's Capital City

Zone, in this case the remnant of the Metropolitan Hotel development which coincided with the opening of the first Melbourne Exhibition Building once located opposite in William Street. The building's small scale juxtaposed with the later rebuilt Metropolitan Hotel adjoining, and dressed stone construction remind us of how different early colonial buildings were from those of the Victorian-era, post gold rush. The combination of a Colonial freehold shop & dwelling with a hotel development is also uncommon.

Recommendations

This report recommends that:

- the building and associated land at 261 William Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (C) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.
- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01²⁸⁰.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhancement as in the objectives of clause 43.01.

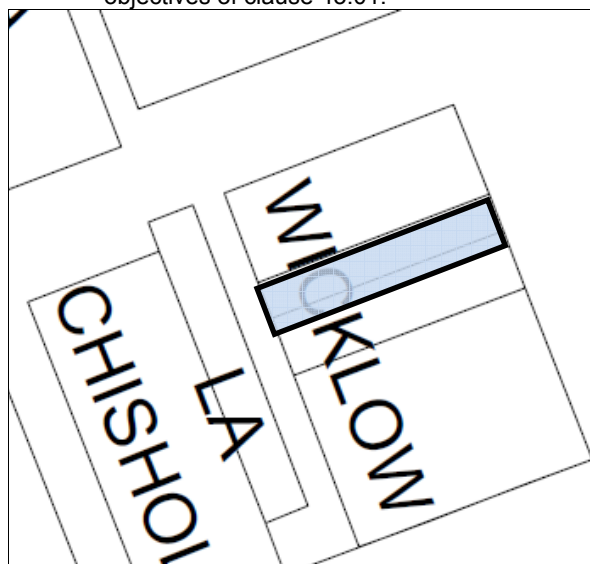


Figure 460 proposed heritage overlay

Interior elements

This place has been assessed typically from the public domain. Key interior elements such as

²⁸⁰ Interiors and trees have not been assessed unless cited otherwise in the place description

entry foyers or hallways however have been noted where possible.

Victorian Heritage Register

This building has been assessed for potential consideration for the Victorian Heritage Register. *Recommended for the Victorian Heritage Register?* No.

Sources used for this assessment

The following sources and data were used for this assessment:

General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';
- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

Historic Buildings Preservation Council

Perrott Lyon Timlock and Kesa, Historical and Architectural Survey Area 2, Melbourne Central Business District (CBD), for the Historic Buildings Preservation Council, 1976 (79): 162: Owners- Henry Monteith sells lot first to James White for £736 January 1854 who owns it 1854-1868, Abraham Harris 1872-1974 (cites RGO, rate books). Hotel site adjoining was sold to Charles Forrester April 1854, with the hotel mentioned as a lease October 1855 to Robert Wilson. States that the building devoid of the rest of the structure (hotel) was not architecturally important in the State context.

i-Heritage

MCC i-Heritage: Central Activities District Conservation Study - Graeme Butler, 1984 Building Identification Form (BIF): Notable features include - part of Old Metropolitan Hotel; stone façade (pressed). Alterations Stone painted (remove by approved method), awnings obscure windows, sign new and new verandah awning (all inappropriate - remove or reinstate sympathetic alternative), new shopfront (inappropriate - reinstate original design or sympathetic alternative). Other Comments: see V1 p.95

Panoramas, plans

Melbourne Roll Plan 12 (1856): shows Metropolitan Hotel with this building contiguous with structure. Opposite is police station and the Exhibition Building on the Latrobe Street corner.

DeGruchy & Leigh 1866: shown as 2 storey building next to others to corner, with 3 storey buildings to south.



Figure 461 DeGruchy & Leigh 1866: isometric detail with hotel row and 'Crystal palace' exhibition building.

AC Cooke Melbourne panorama 1871: obscured.

Building Permit Application

Building Permit Application 4/11/1854, 12 £2/10/ owner James White, and builder; 'house' (public house? See fee size) William Street near Lt Lonsdale Street, Amess & McLaren, Melb.

Mahlstedt fire insurance plan series:

Mahlstedt fire insurance plan s1910-1923 (MUA): Shown as P Browne's shop (with residence behind) next to Kingedens Metropolitan Hotel (earlier hotel) separated by a passage: stable and outhouses on rear lane

'The Argus':

Tues 7 June 1853

ALLOA. ALLOA. ALLOA.

SHOULD this meet the eye of James White, mason, from Alloa, Scotland, he will hear of his old friends, Robert Brown and Thomas Hunter, in Sackville-Street, Collingwood.

Monday 16 October 1854

James White grocer William Street advertises house to let in Spencer St.

16 October 1854

'THE Metropolitan Hotel, opposite the Crystal Palace, corner of William and Little Lonsdale streets. The above house will be opened to the public on Tuesday next, with the opening of the Exhibition. This house is elegantly furnished, and possesses every convenience for the accommodation of visitors, with good beds, and large and commodious stabling for horses There will be an ordinary every day from eleven to three, and meals served to order at all hours. J. M. CHISHOLM, Proprietor' (Previous location of Metropolitan was in Bourke St)

18 May 1855

INQUESTS.-An inquest was held at the Metropolitan Hotel yesterday on the body of this child which was found in the manner described in our last issue. John Gillman, sexton at the old cemetery, deposed to having discovered the body enveloped in a sugar bag. A post mortem examination had been instituted by Dr. Mnuad...'

Thursday 24 January 1856

'TO Parties in quest of a First Class Hotel.

-For Sale that splendid Freehold Property known as the Metropolitan Hotel 117 William street and situate at the corner of the above named street and Little Lonsdale.

This hotel is without exception, one of the first class buildings in Melbourne, and has ample accommodation in out-houses and stabling W & C WALKER, 12 Bourke street east' (auctioneers)

29 January 1856

' THURSDAY 31st JANUARY

The Metropolitan Hotel, in William street, at its junction with Little Lonsdale street. To Speculators, Capitalists, and Others

W and C WALKER will sell by auction, on the premises on Thursday, 31st. inst at twelve o'clock,

All that piece or parcel of land described as having a frontage of 40 feet to William street by a depth of 100 feet to Little Lonsdale street and on which is elected

The Metropolitan Hotel

This superb building erected only a few years since was built of the very best materials. On the ground floor is a spacious bar with four other rooms. The second floor comprises a large dining room and four bed rooms. The cellarage is very complete, being partitioned off and deal floored. The kitchen is large and fitted up with two first rate cooking ranges. A servants room is attached. A verandah connects the kitchen and dwelling house and under which stands a very large water tank

An eight stall stable, with hay loft above, is on the premises

For further particulars apply at the office of the auctioneer, 12 Bourke street

Heritage Assessment of 261 William Street, Melbourne

Terms at sale 104 Feb 1' (40 feet frontage- appears to be just hotel not adjoining shop)

'The Argus':

2 May 1857

Wilson, Robert licence renewed

Saturday 9 January 1858

James White clearing sale from his store at Hawthorne.

Thursday 3 June 1858

re polling place for Central province elections.

Friday 1 October 1858

THIS DAY.

To Contractors, Livery-stable keepers, Furniture

Dealers, and Others,

RM. MARTIN, of Clarke and Martin,

has received Instructions to SELL by AUCTION, on the premises, 115 William-street, adjoining the Metropolitan Hotel, on Friday, October 1, at 12 o'clock prompt.

8 tons chaff

100 bushels oats

100 bushels bran

8 half-chests of tea

Chaff cutting-machine

Weighbridge.

Also,

The household furniture, comprising

Mahogany extending dining-table, sofa, sideboard, chairs, chest of drawers, iron tent-bedstead, bedding, &c, carpets, prints, kitchen utensils, and sundries. 1 Lot of firewood

1 shower bath

1 large tent complete, &c.

Tues 24 may 1859

FOR SALE, by PRIVATE CONTRACT, the PREMISES No. 115 William-street, opposite the Exhibition Building and adjoining the Metropolitan He tel. Tho property is occupied by Mr. Mahood as a store and dwelling house, is substantially built of blue stone, and has a frontage of 16 foot to William-street by a depth of 100 feet to a right-of-way 12 feet wide. The premises were recently occupied by Mr. James White as a hay and corn store.

For further particulars apply to W. O. Dickson, Market-street.

Australian Architecture Index (AAI)

Auction of the Metropolitan Hotel. Situated in close proximity to the new Supreme Court Buildings and opposite the Royal Mint. Corner of Little Lonsdale Street and William Street. Sale instructed by Mr R. Kerr

(as agent for Mrs Forrester). Brief description. Argus 24.11.1877, p 2

Melbourne Exhibition Buildings of 1854. Illus. Victoria and its Metropolis, I, 465

The Melbourne Exhibition of 1854 in 1861 anticipation of the 1855 Paris Exhibition, and the Melbourne Exhibition of 1861, preparatory to the London Exhibition of 1862, were both held in the same building in William Street. Argus Exhibition Supplement, 2.10.1880, p 3

State Library of Victoria collection: Cole Collection

First listed licence Metropolitan Hotel in William St

Licensee WILSON, ROBERT, Date 1855, followed by

CARROLL, JAMES Date 1858

FORRESTER, CHARLES Date 1859-1861

FORRESTER, MARGARET, Mrs Date 1874...

Sands & McDougall Melbourne or Victorian Directories

Where required directory extracts were obtained chiefly from Sands & McDougall Melbourne or Victorian Directories dating from the 1850s to 1974.

D1904: 261 Browne, Patrick, bootmaker

D1893: 261 Cunningham, John, bootmaker

D1886-1887 Duncan, George

D1881-1872 Harris, Abraham, pawnbroker:

D1880

(111 Coffey, Thomas, baker)

115 Harris, Abraham, pawnbroker

(117 Metropolitan hotel, Duncan, Gilbert)

D1875

115 Harris, Abraham, pawnbroker

(117 Metropolitan hotel, Mrs Margaret Forrester)

D1870:

115 Morris, JW saddler; Morris, Miss dressmaker.

(117 Metropolitan hotel, Charles Forrester)

D1869-1860: Morris, James W saddler; Morris, Mrs M; Morris, Miss dress and mantle makers.

D1858:

115 James White produce merchant

117 Metropolitan Hotel, Robert Wilson.

Municipal rate records

Where required rate record extracts were obtained from the Melbourne City Valuer's valuation books and Rate Books, held at the Victorian Public Records Office.

No search carried out (See Perrott Lyon Timlock and Kesa, Historical and Architectural Survey Area 2, Melbourne Central Business District (CBD), for the Historic Buildings Preservation Council, 1976: 162).

Relevant thematic history extract

The following extracts typically draw from Miles Lewis (and others) 1995 *Melbourne- the City's history and development* commissioned by Melbourne City Council and the final draft of the City of Melbourne Thematic Environmental History prepared in December 2010 by Context Pty Ltd.

Lewis, Miles and others (1995) *Melbourne- the City's history and development*: 60-61

4.1 BOOM AND BUST

HISTORY

In 1861 Melbourne's population had reached 126,000, which was five times what it had been in 1851, and 37,000 of these were living in the City of Melbourne (which of course included the residential suburbs) Now, more than ever, the history of Melbourne was the history of Victoria. In some respects it was also the history of Australia, for our period opens with the departure on 20 August 1860 of the Burke and Wills expedition, an enterprise planned and sponsored by the Royal Society of Victoria. This tells us nothing about the development of the central city as such, but it tells a great deal about the role and vision, and perhaps also the naivety, of Melbourne colonial society. The legacy of gold was the transformation of Melbourne into an instant metropolis.

Central to this transformation was the city's continuing function as gateway to a much enlarged hinterland, and as clearing-house for an increasingly sophisticated inter-colonial economy.'...

4.2 BOOM AND BUST SOCIAL DEVELOPMENT

Central Melbourne was still to a significant extent a residential area, and it was occupied largely with terraces, lodging houses and medium density accommodation, whose occupants occupied much of their leisure outside the home. The hotels, which were very numerous and mostly very small, played a much greater role in social life than they were to do in the 20th century.'

Comparative examples

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The values identified in the 1985 assessment have been maintained.

Selected early shop & dwellings in the Capital City Zone:

Street Number Name Date

- King Street 328-330 Heffernan's shop & dwelling 1851
- Russell Street 326-328 Lilley's shop & dwelling 1851 Pre
- Swanston Street 309-325 Shops and residence row 1851-1852
- Bourke Street 94-98 Rutter-Long Chemist Shop, Shops & Residences 1853 Elizabeth Street 473-481

Currie & Richards showrooms & warehouses 1853, 1908

- William Street 261 James White's hay and corn store, part of Metropolitan Hotel 1854
- Bourke Street 118-122 Market Hotel, former Shops & Residences 1854c Lonsdale Street 556 Fitzsimmons' shop & dwelling 1855c
- King Street 351 Kidd's shop & residence, later part Langdon Building 1856
- Elizabeth Street 380 Pattinson's general store, later Prince of Wales and Federal Club hotels, later Bulley & Co. Building c1856?, 1888
- Elizabeth Street 467-471 1856c
- King Street 347-349 Fenwick Brothers shop & store 1857
- Little Collins Street 68-70 Bayne's shops and residences 1857-58
- Bourke Street 2-18 1857-63
- Exhibition Street 165-167 Shop & Residence, later Shakespeare Hotel 1858c

Previous heritage assessments of this place 1985-2002

Previous heritage assessments

The following studies assessed places in the Capital City Zone for potential local significance.

Central Activities District Conservation Study 1985

The building at 261 William Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **C** on an A-F individual building scale and a streetscape level of 2(scale of 1-3).

Citations were created typically for most A and B graded heritage places in this study during the period 1985-1987 using existing historical data where possible.

No citation provided.

Central City Heritage Study Review 1993

The building at 261 William Street was assessed in this review and graded C on an A-E individual building scale.

The Central City Heritage Study Review 1993 provided citations for selected places.

No citation provided.

Review of Heritage overlay listings in the CBD 2000-2002

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital

City Zone but outside of the heritage overlay²⁸¹. The building at 261 William Street was assessed in this review and graded **C** on an A-E individual building scale.

Citations from this assessment are incomplete and in draft final form.

History and Description

261 William Street was constructed in 1855-56 1 as a two storey shop and residence for James White, a hay and corn dealer. 2 It is believed to have once formed a part of the Metropolitan Hotel. 3. The designer and builder are not known. The shop is clearly visible in John Noone's photograph of 1869 in what is assumed to be its original state. 4 As constructed, the building was a typical example of a small shop and residence. It was finished in dressed stone with, what appear to be, timber shingles to its roof. The ground floor was decorated with plain rustication with two entries (one commercial, one residential) flanking a large central window. The upper storey was simpler with no ornament other than window mouldings and an understated cornice and parapet. The building has been considerably altered since the time of its construction. The ground floor has been remodelled to create the more conventional single entry and large window. The exterior has been tiled although it is possible that the original rusticated stonework survives beneath the new cladding. At the first floor, the window mouldings have been removed although the original dressed stone sills survive. The cornice and parapet are intact. A number of inappropriate awnings have been added to the facade at ground and first floor level and a number of signs have been added. Despite these alterations and additions, the building remains legible as one of the earliest extant shops in Melbourne. It retains its early form and much of its original detail and is generally in good condition.

Statement of Significance

261 William Street is of aesthetic and historical significance at a local level as one of the earliest shops to survive within Melbourne's CBD.

Footnotes:

1 Perrott, CAD Study, 1979, p 162.

2 Perrott, CAD Study, 1979, p 162.

3 Butler, CAD Conservation Study, 1985, 261 William Street.

4 Paynting & Grant, Victoria Illustrated, p.95.

Other heritage listings

The subject building is not on the Victorian Heritage Register, the National Heritage Register nor the National Estate Register.

²⁸¹ Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)