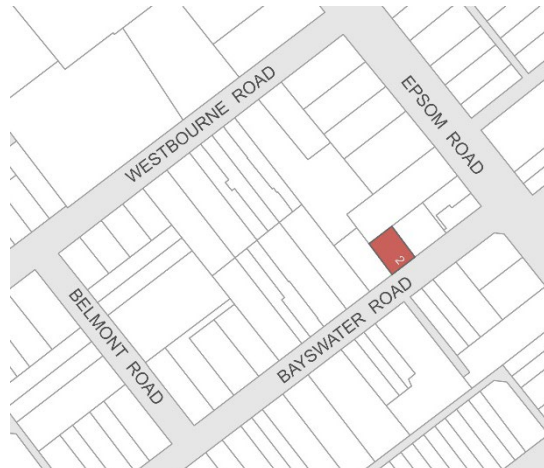


**STATEMENT OF SIGNIFICANCE**

<b>SITE NAME</b>	2 Bayswater Road, Kensington
<b>STREET ADDRESS</b>	2 Bayswater Road, Kensington

**What is significant?**

The dwelling at 2 Bayswater Road, Kensington, which was constructed in c. 1911-12, and is a single-storey weatherboard Federation-era villa.

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

- The exterior of the dwelling as it presents to the street, including the asymmetrical form and massing, hipped and gabled roof form, projecting gable-ended bay and adjoining verandah.
- Original Federation-era materials and details including weatherboard cladding, roughcast render and timber strapping.
- Leadlight window.

Later elements including the timber picket fence are not significant.

**How it is significant?**

The dwelling at 2 Bayswater Road, Kensington, is of local representative significance to the City of Melbourne.

**Why it is significant?**

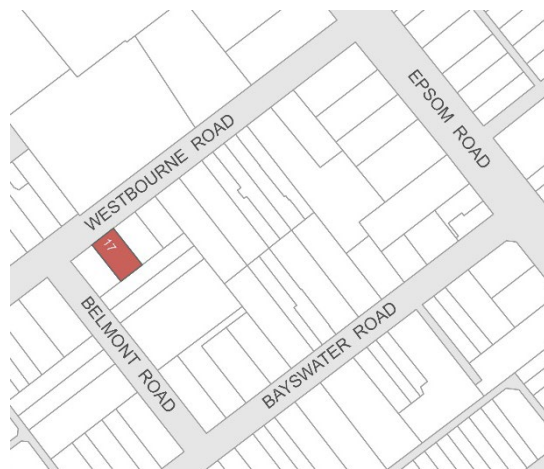
The c. 1911-12 dwelling at 2 Bayswater Road, Kensington is a representative example of a Federation-era villa, as was erected in the suburb in this period, and is largely externally intact. It has an asymmetrical form and massing, given emphasis by a gable-ended bay which projects to the street. The gable is finished in typical materials such as roughcast render and diagonal timber strapping, with a later but finely detailed tripartite leadlight window in the projecting bay. The verandah, again typically located under the main roof, is distinguished by its turned timber posts and timber fretwork frieze.

**Primary source**

Amendment C396 Heritage Category Conversion Review, Lovell Chen, 2021.

**STATEMENT OF SIGNIFICANCE**

<b>SITE NAME</b>	17 Westbourne Road, Kensington
<b>STREET ADDRESS</b>	17 Westbourne Road, Kensington

**What is significant?**

The Victorian dwelling at 17 Westbourne Road, Kensington, which was constructed in the pre-1882 period, and is a single-storey weatherboard house.

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

- The exterior of the dwelling as it presents to the street, including the simple symmetrical form and massing; limited detailing; and transverse gabled-ended roof to the front part of the dwelling.
- Surviving original Victorian-era fabric.

Later elements including the verandah posts and frieze, and timber picket front fence, are not significant.

**How it is significant?**

The Victorian dwelling at 17 Westbourne Road, Kensington is of local historical and representative significance to the City of Melbourne.

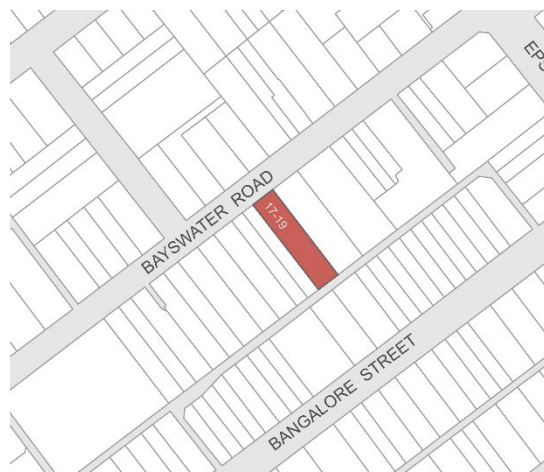
**Why it is significant?**

The dwelling at 17 Westbourne Road, Kensington, is of historical significance. While the exact construction date is not known, the documentary evidence (such as municipal rate books) refers to the dwelling in 1882-3, when T L Robb was the owner. This places the house as a comparatively early dwelling in Kensington, and in this area of Westbourne Road where allotments were sold from the 1870s. The modest Victorian form and simple detailing of the dwelling reinforces the early date. Moreover, Robb was an owner of several other properties in this part of Kensington, including the historic corner shop at 43 Epsom Road which is also timber and of modest form and detailing. The significance of the subject dwelling is enhanced by its connection with other early and related buildings in this area of Kensington, which together help demonstrate aspects of local nineteenth century development.

The dwelling at 17 Westbourne Road, Kensington, is also of representative heritage value, as a modest Victorian house which demonstrates its relatively early date through its simple symmetrical form and massing; limited detailing; and transverse gabled-ended roof to the front part of the dwelling. While the verandah is later, the overall

**STATEMENT OF SIGNIFICANCE**

<b>SITE NAME</b>	17-19 Bayswater Road, Kensington
<b>STREET ADDRESS</b>	17-19 Bayswater Road, Kensington

**What is significant?**

The c. 1924-5 single-storey brick bungalow at 17-19 Bayswater Road, Kensington.

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

- The exterior of the dwelling as it presents to the street, including the single-storey bungalow form, hipped roof with broad gable end, and elevated and gabled central portico.
- Original materials and details including red brick, Marseilles-pattern terracotta tiles and terracotta finials, roughcast render, timber strapping and turned timber posts.

**How it is significant?**

The dwelling at 17-19 Bayswater Road, Kensington, is of local representative significance to the City of Melbourne.

**Why it is significant?**

The dwelling at 17-19 Bayswater Road, Kensington, is a representative example of an early 1920s bungalow, albeit one which displays some late Federation elements in its design and form. These include the red brick expression, hipped roof clad in unglazed Marseilles-pattern terracotta tiles with roof ridges embellished with terracotta finials, and roughcast rendered gables with timber strapping. The house is also distinguished by its high level of external intactness and its elevated presentation, with steps rising to a centrally located brick portico. The latter reiterates motifs present on the broader building, including the terracotta-clad roof with roughcast timber-strapped gable. Turned timber posts which rise from a red brick balustrade, and the flanking canted bay windows with broad overhanging awnings, give further emphasis to the prominent portico.

**Primary source**

Amendment C396 Heritage Category Conversion Review, Lovell Chen, 2021.



**STATEMENT OF SIGNIFICANCE**

<b>SITE NAME</b>	19 Gower Street, Kensington
<b>STREET ADDRESS</b>	19 Gower Street, Kensington

**What is significant?**

The c.1882 bichromatic brick Victorian villa, at 19 Gower Street, Kensington.

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

- The exterior of the dwelling as it presents to the street, including the asymmetrical form and massing, hipped roof and prominent chimneys, projecting canted bay and adjoining verandah.
- Original Victorian-era materials and details including bichrome brickwork with tuckpointing, slate roof cladding and bracketed eaves.

Reinstated elements, such as the verandah frieze, are sympathetic.

Later elements including the timber picket fence are not significant.

**How it is significant?**

The Victorian villa at 19 Gower Street, Kensington is of historical and representative significance to the City of Melbourne.

**Why it is significant?**

The Victorian villa at 19 Gower Street, Kensington, is of historical significance. It was constructed in c. 1882, during the Boom period in Melbourne, as one of three adjoining complementary villas (nos 15, 17 and 19 Gower Street) to a design by architect Thomas Watts. This represents an unusually substantial development and investment in Kensington for this period, with the subject dwelling clearly continuing to read as a substantial Victorian house. This aspect of significance is enhanced by the survival of 15 Gower Street (HO232).

The dwelling is also of representative heritage value, as an example of a large and highly externally intact single-storey Victorian villa of the early 1880s. It is distinguished by its asymmetrical form and massing, including the projecting canted bay and adjoining verandah, and well-executed Victorian features and details. The latter include the bichrome brickwork with tuckpointing to the façade, slate-clad hipped roof with bracketed eaves and the prominent bichrome brick chimneys.

**Primary source**

Amendment C396 Heritage Category Conversion Review, Lovell Chen, 2021.

**STATEMENT OF SIGNIFICANCE**

<b>SITE NAME</b>	59 Bayswater Road, Kensington
<b>STREET ADDRESS</b>	59 Bayswater Road, Kensington

**What is significant?**

The single-storey brick dwelling of c. 1906-07, at 59 Bayswater Road, Kensington.

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

- The exterior of the dwelling as it presents to the street, including the hipped roof, bullnose-profile verandah, with simple cast iron lacework, extending between brick wingwalls, and rendered chimneys.
- Original materials and details including the brickwork (preferably with paint removed), bracketed eaves and timber-framed double-hung sash windows.

Later elements including the metal picket fence are not significant.

**How it is significant?**

The dwelling at 59 Bayswater Road, Kensington, is of representative significance to the City of Melbourne.

**Why it is significant?**

The dwelling at 59 Bayswater Road, Kensington, was constructed in c. 1906-07 and is a representative example of a modestly scaled brick dwelling of the early twentieth century. It was also likely constructed by its owner, John Charles Pain, who had several properties in Bayswater Road in this period. While the dwelling presents as an understated Italianate villa, more typical of the late nineteenth century, its 1906-7 date places it at a time when red brick English styles had caught the popular imagination in Melbourne and were being constructed in large numbers in the middle ring of suburbs. This distinguishes the dwelling as a transitional building with its brick exterior, albeit overpainted, embellished by some classical details. The latter include the hipped roof with bracketed eaves; bullnose-profile verandah with simple cast iron lacework extending between brick wingwalls; timber-framed double-hung sash windows to the facade; and rendered chimneys with molded cornices. The dwelling is also uncommon in Kensington for its brick materiality, where timber was the predominant construction material for most houses of this size.

**Primary source**

Amendment C396 Heritage Category Conversion Review, Lovell Chen, 2021.

## STATEMENT OF SIGNIFICANCE

<b>SITE NAME</b>	72-74 Bourke Street, Melbourne
<b>STREET ADDRESS</b>	72-74 Bourke Street, Melbourne



### What is significant?

The pair of shops/commercial buildings at 72-74 Bourke Street, Melbourne, as constructed in c.1860.

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

- The exterior of the building as it presents to the street, including the upper-level façade and the separation/articulation of the ground floor shopfronts which helps demonstrate the early date.
- External materials and details including the wingwalls to the ground floor façades expressed as pilasters; string courses and other façade details; and ornamental treatments to the upper-level windows.

Later elements including the fabric and form of the ground floor shopfronts, as set between the wingwalls, are not significant.

### How it is significant?

The pair of shops/commercial buildings at 72-74 Bourke Street, Melbourne, is of local historical and representative significance to the City of Melbourne.

### Why it is significant?

The pair of shops/commercial buildings at 72-74 Bourke Street, Melbourne, is of historical significance. The pair is part of a row of five which was constructed in c. 1860, placing the building as an early and relatively substantial commercial development for this period in this area of Bourke Hill. Nineteenth century tenants of the subject building also demonstrate a typically wide range of historic retail and related uses, including a tobacconist, bootmakers, grocer, clothiers, sewing machine agents, a wine hall, printers and writers, and a watchmaker. Noted and long-standing restaurant, Café Florentino, occupies nos 78-80 to the west, which was part of the original row of five premises.

The subject pair of rendered masonry shops/commercial buildings is also a representative example of early shops in this eastern area of Melbourne's CBD, and part of the significant historic commercial character of Bourke Hill. While the original 1860s expression has been somewhat modified through the application of later c.1880s Italianate detailing, the pair still demonstrably read as modest early shops, with narrow frontages. The Renaissance Revival

demeanor of the 1880s work also distinguishes the pair, including the wingwalls to the ground floor façades expressed as pilasters; the string courses and other façade details; and the ornamental treatments to the upper-level windows. While the shopfronts are much altered/replaced, this is not unusual for historic retail buildings, where the façades above tend to be more intact.

**Primary source**

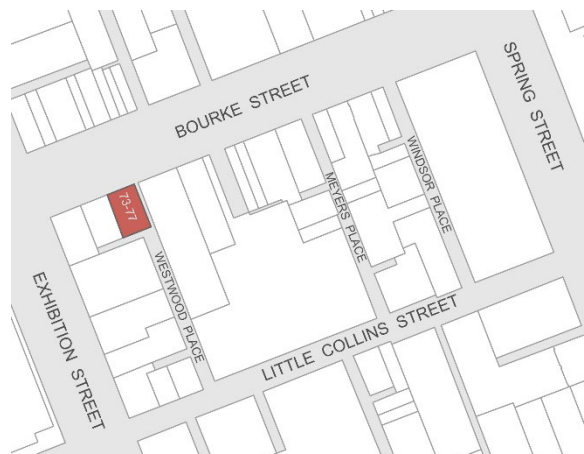
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Amendment C396 Heritage Category Conversion Review, Lovell Chen, 2021.



**STATEMENT OF SIGNIFICANCE**

<b>SITE NAME</b>	73-77 Bourke Street, Melbourne
<b>STREET ADDRESS</b>	73-77 Bourke Street, Melbourne

**What is significant?**

The building at 73-77 Bourke Street, Melbourne, comprising three-storey retail premises constructed in 1906.

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

- The exterior of the building as it presents to the street, including the upper-level façade.
- Original materials and façade details including the pilasters, windows to the upper levels with segmental arched arrangements, ornate sills, curved hood moldings and fielded undersills; and the cast iron railings at first floor level.

Later elements including the fabric and form of the ground floor shopfronts, are not significant.

**How it is significant?**

The building at 73-77 Bourke Street, Melbourne, comprising three-storey retail premises, is of local historical and representative significance to the City of Melbourne.

**Why it is significant?**

The building at 73-77 Bourke Street, Melbourne, as constructed in 1906 as a row of three, three-storey commercial/retail premises, is of historical significance. While not necessarily an early development in this area of Bourke Hill, the building through its size and prominence, and its original architectural expression, represents a reasonably substantial and prestigious development of the early twentieth century, which reinforced the commercial status of this eastern area of Melbourne's CBD.

The subject building is also a representative example of a substantial early twentieth century commercial development on Bourke Hill, which continues to be a significant building component of the east end of Bourke Street. Although overpainted, the historic expression and details of the building remain evident, through its handsome if understated Renaissance Revival façade. Distinguishing details include the pilasters which rise to fluted capitals beneath a string course at first floor level, and at the end of the façade, continue to a more elaborate, bracketed cornice at second floor level before rising to a third string course below the parapet; windows to the upper levels with segmental arched arrangements and ornate sills, curved hood moldings and fielded undersills; and original fine cast



iron railings at first floor level. The building is also an example of a transitional design, constructed at a time when the new red brick expression of the Edwardian era was becoming popular in commercial buildings, but where classical ornament more common in retail designs of a generation earlier was still in use.

**Primary source**

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Amendment C396 Heritage Category Conversion Review, Lovell Chen, 2021.

**STATEMENT OF SIGNIFICANCE**

<b>SITE NAME</b>	83 Bayswater Road, Kensington
<b>STREET ADDRESS</b>	83 Bayswater Road, Kensington

**What is significant?**

The dwelling at 83 Bayswater Road, Kensington, which was constructed in c.1921-22, and is a single-storey brick bungalow.

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

- The exterior of the dwelling as it presents to the street, including the bungalow form and massing, with a transverse roof, projecting gabled bay and adjoining wide verandah.
- Original interwar-era materials and details including the face brickwork, roughcast render, verandah balustrade, and timber-framed multi-paned windows.

Later elements including the low stone fence/border to the front of the property and weatherboard addition to the west side are not significant.

**How it is significant?**

The dwelling at 83 Bayswater Road, Kensington, is of representative significance to the City of Melbourne.

**Why it is significant?**

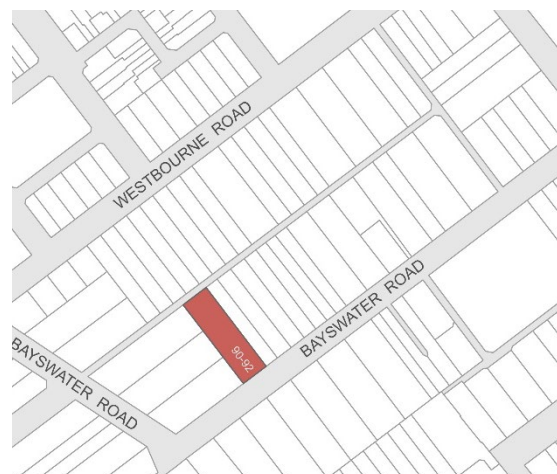
The dwelling at 83 Bayswater Road, Kensington, as constructed in c.1921-22, is a representative example of a local interwar brick bungalow which is largely externally intact. The dwelling has a typical bungalow form and plan, including a projecting gabled bay and adjoining wide verandah to the front, set beneath a transverse roof form with gables to the east and west ends. While typical, the dwelling is also distinguished by its simple detailing and handsome presentation to the street. Elements of note include the roughcast render as expressed to the gable in the projecting bay and replicated/complemented in the verandah balustrade, with its elegant bowed capping and paired timber columns to the piers at each end. The tripartite timber-framed window of the projecting gable is set beneath a bracketed awning, with the window detail and treatment also carried through to the verandah. The visible addition on the west side impacts on the original bungalow form and presentation but is ultimately a removable/reversible later element.

**Primary source**

Amendment C396 Heritage Category Conversion Review, Lovell Chen, 2021.

**STATEMENT OF SIGNIFICANCE**

<b>SITE NAME</b>	90-92 Bayswater Road, Kensington
<b>STREET ADDRESS</b>	90-92 Bayswater Road, Kensington

**What is significant?**

The dwelling at 90-92 Bayswater Road, Kensington, which was constructed in c. 1908-9, and is a single-storey weatherboard Federation-era villa.

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

- The exterior of the dwelling as it presents to the street, including the asymmetrical form and massing, projecting gable-ended bay and adjoining verandah.
- Original Federation-era materials and details including the horizontal weatherboards to the gable, block-fronted weatherboards to the remainder of the façade, and verandah details including the turned timber posts and timber fretwork frieze.

Later elements including the steel and wire front fence are not significant.

**How it is significant?**

The dwelling at 90-92 Bayswater Road, Kensington, is of representative significance to the City of Melbourne.

**Why it is significant?**

The c. 1908-9 dwelling at 90-92 Bayswater Road, Kensington is a representative example of a Federation-era villa, as was erected in the suburb in this period, and is largely externally intact. It has an asymmetrical form and massing, given emphasis by a gable-ended bay which projects to the street. The latter has horizontal weatherboards to the gable with a scalloped edge detailing, in contrast to the rest of the gable wall and overall façade which is finished in block-fronted weatherboards. Other details of note, which assist in distinguishing this dwelling, include the timber-framed verandah with a convex roof profile, turned timber posts and timber fretwork frieze; and carved timber architraves and undersills to windows.

**Primary source**

Amendment C396 Heritage Category Conversion Review, Lovell Chen, 2021.

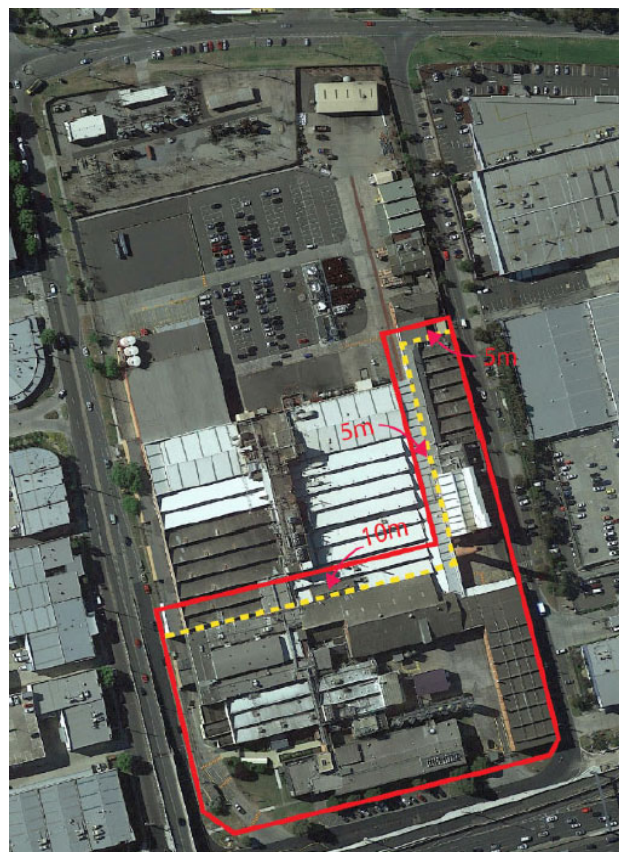


## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Kraft Vegemite Factory

**PS ref no:** HO1381

**Street Address:** 1 Vegemite Way, Port Melbourne



### What is significant?

Part of the site at 1 Vegemite Way, Port Melbourne, constructed between 1943 and 1967, is significant at the local level to the City of Melbourne.

Buildings that contribute to the significance of the site are listed below and correspond to the diagram on the following page (areas of the site which are not listed are not significant):

- 1943 boiler with the 1951-54 expansion (Numbers 2 & 6)
- 1943 chimney with the 1967 extension (Number 2)
- 1952 yeast and Vegemite factory, known as 'Vegemite A' (Number 4)
- 1951-52 Workshop building (Number 7)
- c1956 cool store (Number 8)
- 1956 administration wing with 1967 first floor additions (Number 10)
- c1956 north-south arterial elevated walkway (partly included and shown dashed on map)
- 1957 amenities including cafeteria (Number 11)
- 1959 new cool room and loading bay (Number 12)



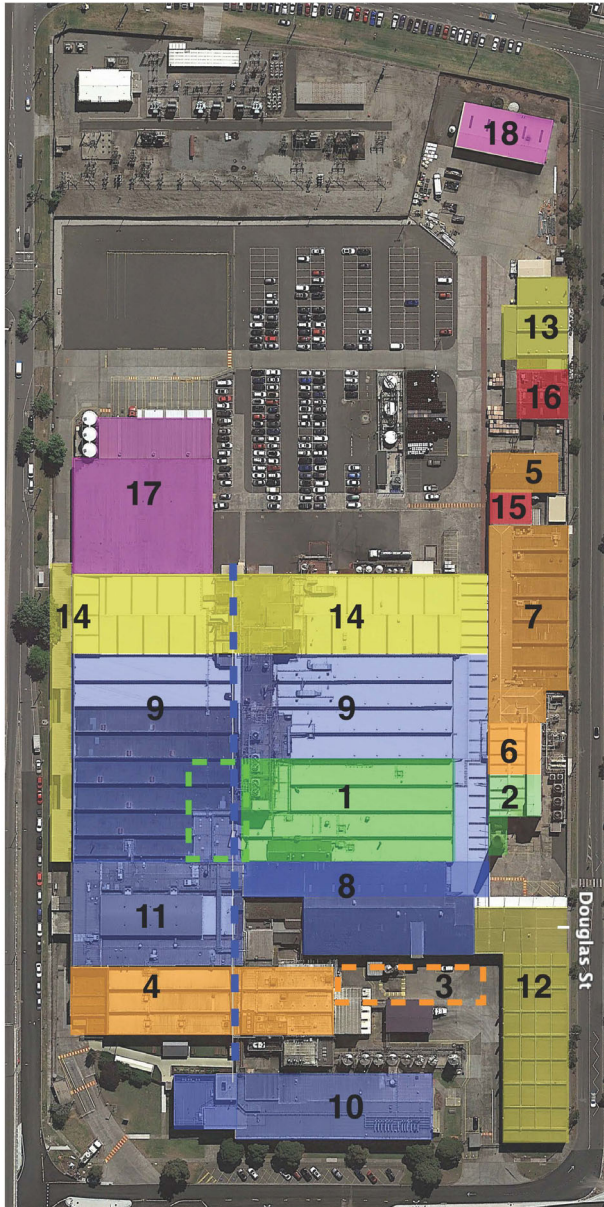


Diagram: Former Kraft Factory key periods of development

### How is it significant?

Part of the Former Kraft Factory, constructed between 1943 and 1967, is of local historic significance to the City of Melbourne. It is a representative example of a post-war food manufacturing plant. Additions after 1954 designed by architects Oakley and Parkes have aesthetic value.

### Why is it significant?

The evolution and consolidation of the Former Kraft Factory between 1943 and 1967 is legible on the site with the exception of the 1945-47 yeast and yeast product factory, known as 'Vegemite B' (demolished 2006). The company built on its wartime contribution and the earlier successful importation of American products. It continued to function in its existing buildings while expanding and planned for further growth. This confidence in its future was borne out by Kraft becoming a household name and its food products continuing today. (Criterion A)

The Former Kraft Factory continues to produce the iconic Australian brand Vegemite from this site, including in the 1952 yeast and Vegemite factory known as 'Vegemite A'. The street to its south is 'Vegemite Way' and company signage proudly proclaims it is 'the home of Vegemite'. (Criterion A)

The 1943 vegetable dehydration factory, operated by Kraft Walker, was established as a government wartime action and is of historic significance. It was converted to a meat canning plant in 1946, and subsequent development has left few legible remains apart from the original portions of the boiler and chimney. (Criterion A)

The Former Kraft Factory is representative of a successful post war food manufacturing plant. It retains processing plants, cool rooms, boiler and chimney, administration facilities, staff amenities and other important infrastructure which are distinctive in form and can be appreciated from the public realm. The site's organic growth over time means that these components can be best understood in the southern and western portions of the site where they are expressed in the extant fabric. (Criterion D)

The factory additions, designed by architects Oakley and Parkes from 1954 -57, strongly show the influence of the International Modern movement favoured by large corporations and multinationals. The use of reinforced concrete frames and curtain wall construction, and cuboid forms with large glazed areas has aesthetic value. (Criterion E).

#### **Primary source**

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Fishermans Bend In-Depth Heritage Review (HLCD Pty Ltd, February 2021)



# Melbourne Planning Scheme

## Incorporated Document

Guildford and Hardware Laneways Heritage Study 2017:  
Statements of Significance, November 2018 (Amended  
July 2020)

This document is an incorporated document in the Melbourne Planning Scheme pursuant to Section 6(2)(j) of the Planning and Environment Act 1987

## 414-416 Bourke Street, MELBOURNE (HO1207)

**Grading:** Significant

**Place type:** Commercial building

**Date(s):** 1928

**Survey Date:** April 2016

**Intactness:** Good





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## Statement of Significance

### What is Significant?

The building at 414-416 Bourke Street, Melbourne was constructed in 1927-8, as a sixstorey reinforced concrete building, with an additional two levels added in 1937-39. The building's occupants have varied over time, and have included hardware merchants, tailors and electrical goods manufacturers. It is a tall and narrow building in the interwar Palazzo style, where the heavy shopfront forms a base to five, largely unornamented levels above. The 'capital' takes the form of two ornate crowning levels with a deep, bracketed cornice below a simple stylised pediment. Windows are largely free of detailing with balconies to the street providing interest, with the upper and lower balconies deriving from different building programmes. The ground floor is also largely intact to its original state, and retains separate entries to the ground and upper levels, and original joinery.

### How is it Significant?

The building at 414-416 Bourke Street, Melbourne is of aesthetic/architectural significance to the City of Melbourne.

### Why is it Significant?

The building at 414-416 Bourke Street, Melbourne is of local aesthetic/architectural significance. Despite its construction in two phases almost 15 years apart, the building is a remarkably coherent example of an Interwar Palazzo building. It is distinguished by the ground floor shopfront which forms a base to the five, largely unornamented levels above. The top two more ornate crowning levels, with a deep bracketed cornice below a simple stylised pediment, form the 'capital'. The façade's understated references to classical architecture reflect the then contemporary trend towards stripped classical and other, more Modern, forms of expression. The building is also noteworthy for the intactness of the ground floor façade, with separate entrances and a large display window, the whole being handsomely resolved in an understated classicised manner with pilasters rising to an entablature at first floor level. (Criterion E) It is additionally significant as an example of a taller commercial building constructed on a modest site in Melbourne in the interwar period. These buildings are typified by tall proportions deriving from their narrow sites, and are characteristic of the period prior to the consolidation of modest sites to form more generous development parcels, on which larger multi-storey buildings were later constructed. (Criterion D)

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## **Former John Dickinson & Co warehouse (HO1208)**

**337-339 La Trobe Street, MELBOURNE**

**Grading:** Significant

**Place type:** Warehouse

**Date(s):** 1923-24

**Survey Date:** April 2016

**Intactness:** Good

---



## Statement of Significance

### What is Significant?

The building at 337-339 La Trobe Street, Melbourne, was built in 1923-4, and is the former warehouse of stationers, John Dickinson & Co. It is a substantially externally intact three storey red brick building on a rectilinear plan, with a gabled roof in galvanised steel. While its character is largely utilitarian, and the La Trobe Street facade has understated detailing, the building retains key elements of its design including its face brick expression; broad pilasters with bull-nosed bricks to corners which rise the full height of the building to a simple parapet; a projecting cornice and dentils realised in overpainted concrete; and above the principle entry a shallow awning in painted concrete with broad corbelled brick brackets. The window frames and glazing to the principle façade have been modified, but the original pattern of large openings with concrete lintels and brick sills survives. The west elevation to Flanigan Lane has segmental arched window openings which largely retain original frames and sashes and brickwork details.

### How is it Significant?

The building at 337-339 La Trobe Street, Melbourne, is of historical and aesthetic/architectural significance to the City of Melbourne.

### Why is it Significant?

The building at 337-339 La Trobe Street, Melbourne, is of local historical significance. It was purpose built by the renowned stationary company, John Dickinson & Co. The company was a leading international paper and stationery brand, established in Britain in 1803 by John Dickinson, who made many pioneering discoveries in papermaking. The building provides evidence of the expansion of the company in the early twentieth century, into Australia and New Zealand, whereby they built warehouses and factories in Sydney, Melbourne, Wellington

and Auckland. The building continued its association with the firm until 1958. (Criterion A) The subject building is also of aesthetic/architectural significance. While it is of largely utilitarian interwar character, the building is enhanced by its high level of external intactness, unpainted brick walled expression, understated architectural details and overall scale. The wide pilasters which rise through the principal façade, dentilated cornice to the top level, and unusual awning device above the principle albeit somewhat narrow entrance at ground floor level, enliven its appearance. It is also a mature example of late Edwardian warehouse design constructed in the period immediately before reinforced concrete would replace red brick as the preferred material for warehouse construction. (Criterion E) The building is additionally a good representative example of a warehouse, and a rare red brick building of this age in this area of La Trobe Street. (Criterion D)

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# **MELBOURNE PLANNING SCHEME**

**Incorporated Document**

**City North Heritage Review 2013  
Statements of Significance  
(Revised June 2015)**

## FORMER BAPTIST KINDERGARTEN (HO1130)

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Address	233-235 Bouverie Street, Carlton (Parent address is 197-235 Bouverie Street, Carlton)
Date/period	1922-1923/Interwar
Building type	Public
Grading	C3



### Significance

#### What is Significant?

The front part of the building, especially the façade and unpainted brickwork, and excluding the rear additions.

#### How is it Significant?

The former Baptist Kindergarten is of historic, social and representative significance to the City of Melbourne.

#### Why is it Significant?

Established in 1922, the former Baptist Kindergarten is of historic and social significance as an early example of a purpose-built kindergarten, which operated until the late 1950s, at which time it was converted to a child-care centre. It has associations with the Baptist Union of Victoria, and the money for its construction was raised by the local community to replace the first free kindergarten in Melbourne, established in 1901 by the Baptist Union at 158 Bouverie Street.

(AHC Criteria A4 + G1)

The former Baptist Kindergarten is of representative significance for being a relatively intact example of a dedicated kindergarten building. Although modified, its unaffected symmetrical design is indicative of the approach to this building type during the 1920s. It also has associations with the architects Purchas & Teague.

(AHC Criterion D2)

## FORMER FACTORY (HO1132)

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Address	135-139 Leicester Street, Carlton
Date/period	1938/Interwar
Building type	Commercial
Grading	C3



### Significance

#### What is Significant?

The land and existing building.

#### How is it Significant?

The former factory is of historic and representative significance to the City of Melbourne.

#### Why is it Significant?

Constructed in 1938, the former factory is of historic significance for being indicative of the type of commercial development that occurred in this part of Carlton during the early to mid-20<sup>th</sup> century. It has accommodated a variety of purposes including automotive (during the first decade subsequent to its completion).  
(AHC Criterion A4)

The former factory is of representative significance for being a remarkably intact example of the later Interwar period with unpainted brickwork and original steel-framed windows.  
(AHC Criterion D2)

# **MELBOURNE PLANNING SCHEME**

## **Incorporated Document**

### **Central City Heritage Review Statements of Significance June 2013**

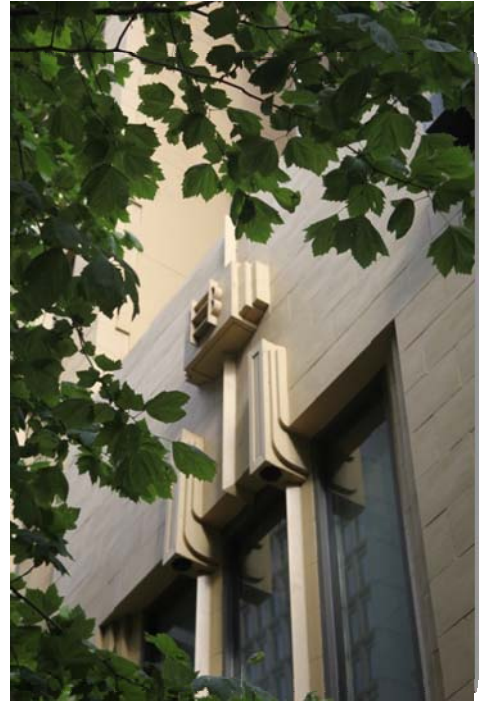
**This document is an incorporated document in the Melbourne Planning Scheme pursuant to Section 6(2)(j) of the Planning and Environment Act 1987**



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



• **Figure 64 338 Collins Street**



• **Figure 65 upper level detail, showing firm monogram in terra-cotta**

**Historical associations with persons or events**

**Creation or major development date:** 1933

**Major owners or occupiers:** Hardy Brothers

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

**Builder(s):**

**Place evaluation**

**Building grading and streetscape level 1985**  
(Central Activities District Conservation Study 1985<sup>61</sup>: A,B,C,D,E,F): **E**

**MCC Place Value Definition 1985:**

*Buildings have generally been substantially altered, and stand in relative isolation from other buildings of similar periods. Because of this they are not considered to make an essential contribution to the character of the area, although retention and restoration may still be beneficial.*

**Building grading 1993** (Central Activities District Conservation Study 1993<sup>62</sup>: A,B,C,D,E): **C**

<sup>61</sup> Referenced in the Melbourne Planning Scheme clause 22.04

<sup>62</sup> Referenced in the Melbourne Planning Scheme clause 22.04

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

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

**MCC Place Value Definition 2011:**

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

**National Estate Heritage Values satisfied:**

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

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

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## Statement of Significance

### What is significant?

Hardy Brothers Jewellery Store was erected in 1933 to the design of the prominent commercial architect Marcus R Barlow at an estimated cost of £7600.

John Hardy traded as 'Hardy Brothers' from his rooms in Sydney from 1853, soon opening a showroom in Hunter Street that remained as Hardy Brothers for over 80 years where he introduced products such as silver plate ware and silver cutlery to Australia. Hardy opened a Brisbane showroom in 1894, followed by one at Melbourne, 298 Collins Street, in 1918, and at 338 Collins St from 1933. As 'Silversmiths by Appointment to the Queen' Hardy brothers claim the only Royal Warrant in Australia and manufacture the Emirates Melbourne Cup. Hardy brothers, Dunklings and Edments were for a long period the premier names in Melbourne jewellery and silverware.

Conceived as a modest two level shop, the terracotta clad street elevation had a Moderne styled archetypal stepped profile with central flagpole and the firm's initials set out on a stepped motif centrally located on the upper-level wall. The main façade plate-glass window spanned the two floors as a vertical feature, with ribbing and fluting using terra-cotta and chromium plated steel. Chrome was also used on applied 'Hardy Bros' façade lettering. Flood lamps were carefully concealed in the façade elements to allow innovative street lighting as promotion for the firm. Since replaced, the main ground level display

window was also framed with chrome and based on polished black marble. The single width entry door also held the firm's name in metal lettering stepped down from one corner. The Collins Street elevation as original was masterly but understated Moderne style example.

Inside the main upper-level customer room had a glass dome set under a roof lantern and augmented with 'tubular light', surrounded by moulded plaster ceilings and sand finished walls. The light spilled down onto the ground level show room through an oval well. Timber veneer panelling and rubber matting were also used with every detail carefully formulated by Barlow.

Today the ground level has been changed but remains visually related with its polished black stone finish and a street awning has been added. The firm has absorbed the adjoining architecturally related inter-war Burke House, 340 Collins Street, as part of the business. The building remains as one of a relatively small group of inter-war Moderne style buildings in the Capital City Zone.

### How is it significant?

Hardy Brothers Jewellery Store is historically and architecturally significant to the Capital City Zone.

### Why is it significant?

Hardy Brothers Jewellery Store is architecturally significant as one of a relatively small group of inter-war Moderne style buildings in the Capital City Zone designed by one of the style's distinguished practitioners, Marcus R Barlow. The terracotta façade is an additional distinction.

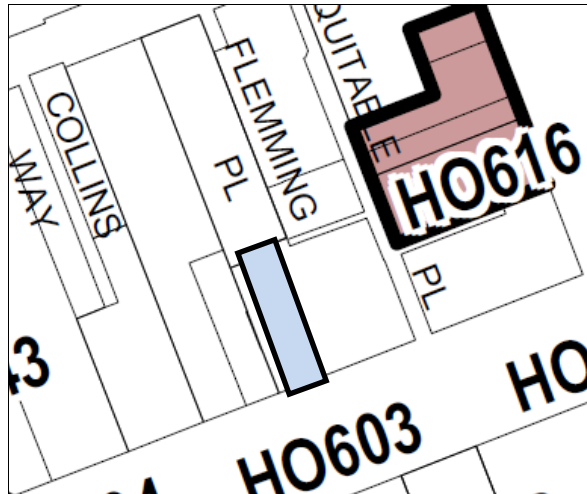
Historically the building is firmly associated with the firm Hardy Brothers and remains as one of the key names in jewellery and silverware retailing in the Capital City Zone and Victoria.

## Recommendations

This report recommends that:

- the building and associated land at 338 Collins Street, Melbourne, should be added to the Schedule to the Heritage Overlay cited in Clause 43.01 of the *Melbourne Planning scheme*,
- the proposed heritage grading in this report (**C**) should be applied in the context of the associated level of management outlined in the local policy (*Heritage Places Within The Capital City Zone*, Clause 22.04 of the *Melbourne Planning Scheme*) and the reference document *Urban Conservation in the City of Melbourne*.

- Paint colour control only should apply in the Schedule to the Heritage Overlay as Clause 43.01<sup>63</sup>.
- Contributory elements or fabric from the creation date or significant period should be conserved and enhanced as in the objectives of clause 43.01.



• Figure 66 proposed heritage overlay

#### Interior elements

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

#### Victorian Heritage Register

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

### Sources used for this assessment

The following sources and data were used for this assessment:

#### General sources

The following data was typically drawn from:

- Historic Buildings Preservation Council reports on the Melbourne Central Business District from the 1970s;
- Melbourne City Council on-line *i-Heritage* database;
- Mahlstedt fire insurance map series held in the State Library of Victoria collection and Melbourne University Archives;
- Daily newspaper reports such as 'The Argus';

- Australian Architecture Index (AAI), prepared by Professor Miles Lewis and others;
- Melbourne City Council building application drawings and files held at Melbourne City Council and the Victorian Public Records Office.

#### Historic Buildings Preservation Council

Keith and John Reid, CBD Study Area 7 Historic Buildings Preservation Council, 1976:

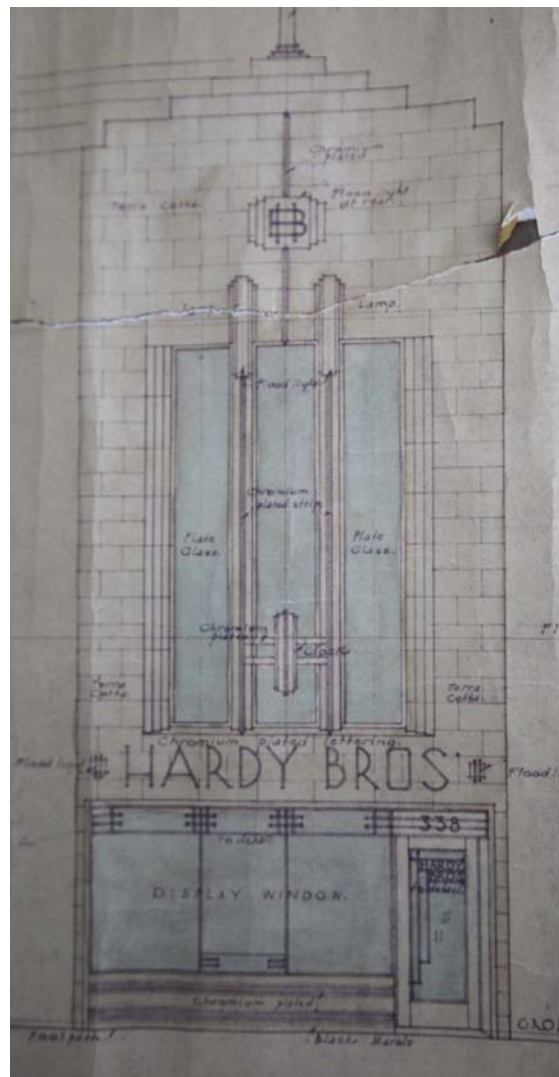
#### Building Permit Application

Building Permit Application for 338:

1933, 14295 'erection of building..' £7600

1962, 35469 new shopfront

1980, 52693 'alterations to ground floor...' and change of use to shop (338)



• Figure 67 Building Permit Application street elevation 1933 with terracotta façade and back lit company logo

<sup>63</sup> Interiors and trees have typically not been assessed unless cited otherwise in the place description

**'The Argus':**

29/1/1920

YOU SHOULD SELECT YOUR OPTICIAN  
WITH AS MUCH CARE AS YOUR  
PHYSICIAN,

For on his Ability, Honesty, and Reliability depend the effectiveness of Your Glasses. We wish everyone who comes to us would first inquire as to Our Responsibility and Ability.

C. WERNER & CO., Expert Sight Testing Opticians,  
336 Collins St.

**'The Argus':**

Wednesday 11 October 1922 police chase on roof of  
Werner & Co- 2 storey building at 336 Collins St

**'The Argus':** Thursday 27 July 1933

SPECIAL ADVERTISEMENTS.

REMOVAL NOTICE.

HARDY BROTHERS LIMITED

WISH TO ANNOUNCE

THAT THEY WILL OCCUPY THEIR

NEW PREMISES

- AT 338 COLLINS STREET

(Just West of Elizabeth Street)

TO-DAY.

Clients are respectfully invited to inspect their display of  
now goods.'

Friday 3 June 1938 >

'£10,000 Australian Pearl in

London for Sale

The most valuable pearl found in Australian waters-one  
of the six best in the world-has arrived in London to be  
sold, according to advice received in Melbourne  
yesterday.

Mr. J. A. V. Rumbold, manager of Hardy Brothers,  
jewellers, said last night that the pearl was insured for £  
10,000 when it was sent by air mail to London. He  
acted on behalf of the Broome (W.A.) pearlers whose  
native diver found it.

Actually it was so remarkable in size that its price on  
the open market could not be estimated, he said. In  
circumference it was the size of the thumb of a man,  
and for this reason it had to be sent over-1 sea. I

"It is a great pity that it had to be sent out of Australia,  
but there is no occasion to wear such Jewellery in this  
country," ...'

Wednesday 14 January 1948

NEW OPTICAL COMPANY

Associated Optical Industries Ltd, 644 Burwood rd,  
Auburn, manufacturers of optical, surgical, and  
scientific instruments &c, has been registered with

£25,000 capital. Directors will be Messrs W. L.  
Williamson, R. S. Milligan, L. R. C. Werner, C. M.  
Werner, and P. C. H. Werner.

The concern has grown out of war-time manufacturing  
activities carried on by C. Werner and Co, Collins St  
opticians, at its Toorak branch. A new factory has  
recently been acquired at Auburn to cater for the in-  
creased scale of operations.

Shortage of overseas materials during the war and  
continued scarcity of dollar goods have necessitated  
local production of some articles not previously made  
here, especially spectacle frames and the related  
plastics. These are now being supplied to the trade  
generally, and existing export opportunities are being  
sought. '

Monday 20 September 1954

Part in plot of crime fiction 'The Robert Walker Story'

'He took me down to Hardy Brothers, the high class  
jewellers in Collins Street, between Elizabeth and  
Queen Streets, Melbourne, and pointed out a small tray  
- training about 50 diamond rings...'

**Other general sources**

**Hardy Bros web site:**

'After arriving in Australia from Nottinghamshire  
England, Mr John Hardy commenced trading as Hardy  
Brothers from his rooms in Jamison Street, Sydney in  
1853. During 1855 John Hardy opened a showroom in  
Hunter Street that became the home of Hardy Brothers  
for over 80 years.

Following the success of the business in Sydney,  
including the introduction of silver plate ware and silver  
cutlery to Australia, Hardy Brothers opened a  
showroom at 116 Queen Street, Brisbane in 1894,  
followed in 1918 by the opening of the Melbourne  
showroom located at 298 Collins Street.

For over 150 years, we at Hardy Brothers have  
continued to serve our clientele with the personal  
service and wide selection of quality merchandise for  
which we have become famous.

Hardy Brothers, Silversmiths by Appointment to the  
Queen is the only holder of a Royal Warrant in  
Australia. We are also the manufacturer of the  
Emirates Melbourne Cup...'

Melb Univ web site: The Wandering Scholar's Guide to  
Melbourne by Charles Sowerwine & Alice Garner  
mention shop

**MARCUS BARLOW**

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

**'MARCUS BARLOW, ARCHITECT**

Architecturally, the Century Building is the finest  
example of Marcus Barlow's commercial work in the  
pure Streamlined Moderne idiom. One of Melbourne's  
most prominent architects of the inter-war period,  
Barlow embraced this progressive style in the second  
half of the 1930s and soon became one of its leading  
exponents. The Century Building is often cited as an



important stylistic successor to Barlow's nearby earlier and much celebrated Manchester Unity Building (1932). As the entire building was air-conditioned from the beginning, its façade has not been defaced by individual packaged air-conditioning units (as has been the case with some other city office buildings). But it has lost its flagpole, evident in early photos of the building...'

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

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

D1961 Hardy Bros Ltd jewellers

D1935, D1939: D1944, D1950: 338 Hardy Bros jewellers, 336 Werner & Co opticians 336a... Geddes, W A dentist

D1930 336 Werner/ 338 Bowen

D1924 (no Hardy) 336 Werner, 338 Gray / Bowen dentist /chemist..

#### ***Municipal rate records***

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

*No search carried out.*

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

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

Lewis, Miles and others (1994, 1995) *Melbourne- the City's history and development*: 111

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

##### **CITY ECONOMY**

The decline in industrial production during the Depression was halted in 1932, and in the next two years the number of factories increased by 5% and the average number of employees by 12%. Much of this industry was still in the heart of Melbourne, and the improvement was sufficient to mitigate the gloom which might otherwise have overwhelmed the centennial celebrations. The 1930s saw a massive upgrading of city retailing, beginning in the Depression, and accelerating during the recovery. Coles had already extended its Bourke Street store in 1930, and Woolworths built a new store on the site of the Britannia Theatre in 1932. The number of small shops available for lease multiplied with the trend to build arcades in the base of new buildings, such as Block Court in 1930, Howey Court in 1931 and the Australia

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

After the Second World War the retail dominance of the central city was as high as ever. It accounted for 40% of retail spending and about one third of retail trade employment in the metropolis. Citizens of greater Melbourne still bought the majority of their clothing, furniture, household equipment and

motor vehicles in the central area, though only a very small percentage of their food..'

Lewis: 119

#### **6.8 THE NEW IMAGE**

##### **BUILDING**

'The 1920s had seen the rise of glazed terracotta cladding in city buildings but it was in the 1930s that this material became really important, as in the complete Gothic casing of the Manchester Unity Building...'

#### **Comparative examples**

The building compares well with the following examples, drawn chiefly from the Central Activities District Conservation Study 1985 database, being of a similar use, scale, location and creation date. The 1985 assessment has been upgraded with reclamation of the upper level façade and further data uncovering the designer and added historical associations.

Selected Capital City Zone retail buildings of the 1930s.

Street Number Name Date

- Flinders Street 134-136 Epstein House 1930c
- Bourke Street 180-182 Norman's Corner Stores, former 1932-35
- Bourke Street 314-336 Myer Emporium (facade) 1933
- Bourke Street 294-296 Buckley & Nunn Men's Store, former 1933
- Bourke Street 152-160 Patersons Furniture Warehouse, former 1934
- Collins Street 546-566 McPhersons Pty. Ltd Building, Former 1934-7
- Elizabeth Street 92-94 Beehive Building 1935
- Bourke Street 79-85 A.J. Building 1935-6
- Little Collins Street 273-279 Presgrave Building 1935c
- Bourke Street 151-155 Malcolm Reid & Co. Ltd., former 1935c
- A'Beckett Street 111-125 Commonwealth Motors, former 1936
- Bourke Street 313-317 Diamond House (upper facade), former 1936

- Little Bourke Street 209-225 Manton's Store, rear 1937
- Swanston Street 125-133 Century Building 1938-40

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

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

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

The building at 338 Collins Street was assessed in the Central Activities District Conservation Study 1985 (Graeme Butler) and graded **E?** on an A-F individual building scale and a streetscape level of 2(scale of 1-3).

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

*No citation provided.*

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

The building at 338 Collins Street was assessed in this review and graded C on an A-E individual building scale.

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

*No citation provided.*

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

Bryce Raworth Pty Ltd undertook a review of selected places in 2000-2002, identified to be of potential individual heritage merit in the Capital City Zone but outside of the heritage overlay<sup>64</sup>. The building at 338 Collins Street was assessed in this review and graded - on an A-E individual building scale.

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

*No citation provided.*

### Other heritage listings

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

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<sup>64</sup> Raworth 2002 (draft) Review of Heritage overlay listings in the CBD, supplied by MCC to Graeme Butler 2010 (ref Docs 993580)

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



• Figure 26 179-183 Bourke Street

### Historical associations with persons or events

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

**Major owners or occupiers:** Posner Brothers

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

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

### Place evaluation

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

#### MCC Place Value Definition 1985:

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

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

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

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

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

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

#### MCC Place Value Definition 2011:

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

#### National Estate Heritage Values satisfied:

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

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

## Statement of Significance

### What is significant?

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

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

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

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

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

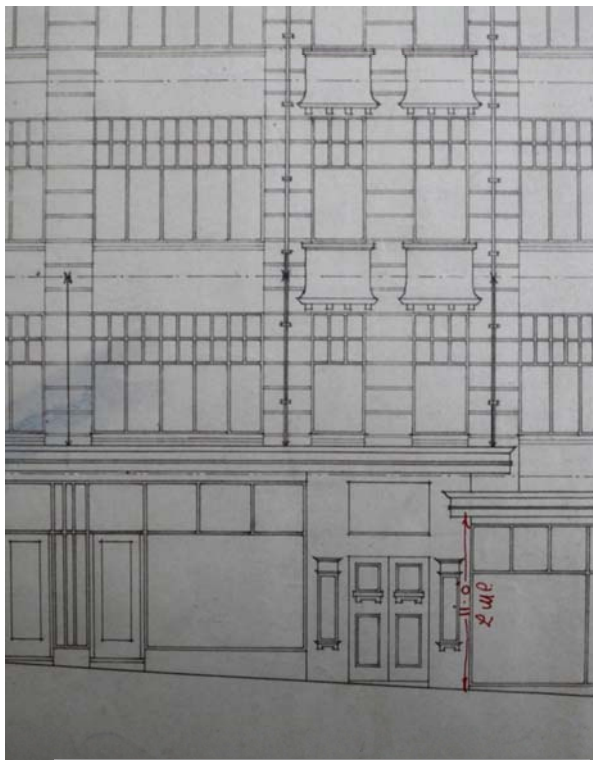
### How is it significant?

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

### Why is it significant?

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

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



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

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



- **Figure 28 Building Permit Application perspective**

### Recommendations

This report recommends that:

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



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

#### **Interior elements**

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

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

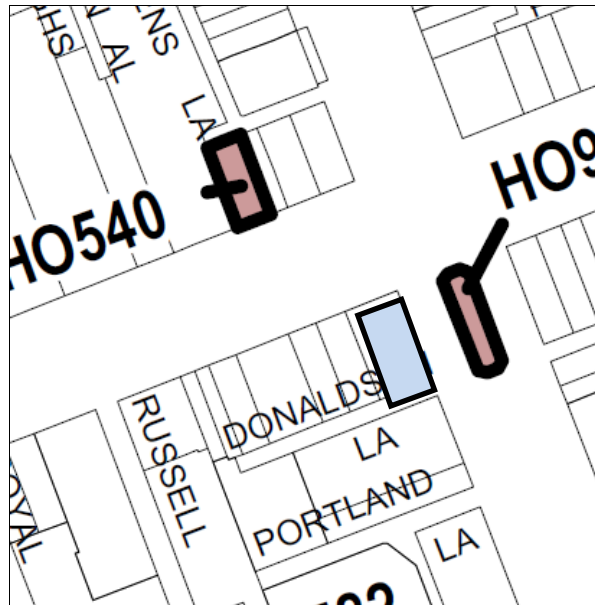


- **Figure 29 original wrought iron and brass balustrade to lobby stair and terrazzo floor**

#### **Victorian Heritage Register**

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

*Recommended for the Victorian Heritage Register? No.*



• **Figure 30 proposed heritage overlay**

#### **Sources used for this assessment**

The following sources and data were used for this assessment:

##### **General sources**

The following data was typically drawn from:

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

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

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

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

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



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

### **Building Permit Applications**

Building Permit Application extract:

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

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

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

1932, 13661 alterations and additions to building £2000

1935, 16084 alterations and additions to building £8000

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

1992, modify canopy...

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

'The Argus' (Melbourne, Vic.)

Tuesday 23 July 1901

Central Criminal Court

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

Monday 14 September 1908

Posner brothers acquitted of jewellery theft

Wednesday 26 December 1923

'CITY SHOP WINDOW BROKEN.

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

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

### **State Library of Victoria**

State Library of Victoria collection: see images c1940



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

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

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

D1974 Bourke House

Darrell Lea confectrs

Lizas Snack Bar café

Kingston jewellers

Sykiotis, A

D1955 Bourke House

Neville's Tailoring Strs tailors

Nu Food Sandwich Service Pty Ltd delicatessen

L. Braun tobacconists

D1950 Bourke House

Neville's Tailoring Strs tailors

Nu Food Sandwich Service Pty Ltd delicatessen

L. Braun tobacconists

D1944-45 Bourke House

Neville's Tailoring Strs tailors

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

#### ***Municipal rate records***

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

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

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

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

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

##### **CITY ECONOMY**

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

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

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

#### **Comparative examples**

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

Selected Office buildings built post First War and before 1925:

Street Number Name Date Architect

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

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

## Previous heritage assessments of this place 1985-2002

### Previous heritage assessments

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

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

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

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

*No citation provided.*

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

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

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

*No citation provided.*

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

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

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

*No citation provided.*

### Other heritage listings

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

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