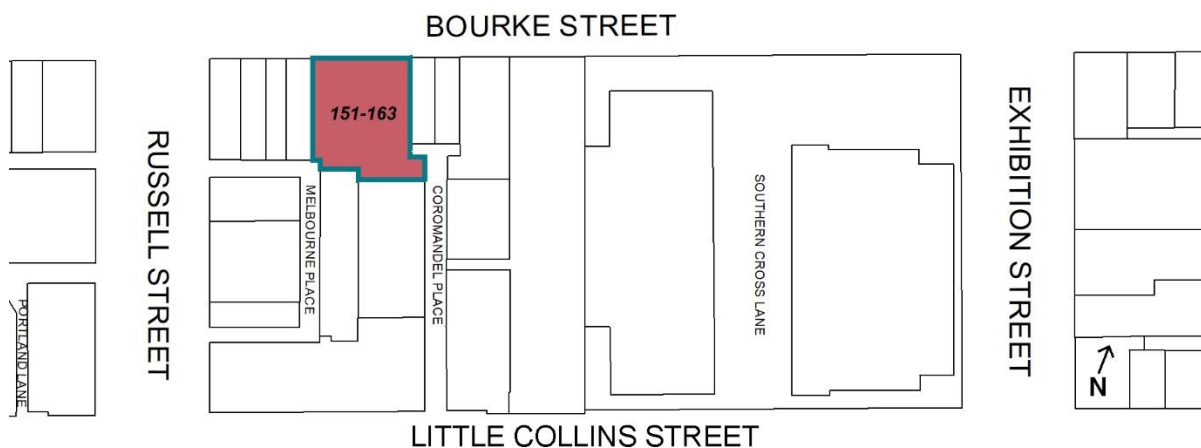


SITE NAME	Former Malcolm Reid & Co Department Store
STREET ADDRESS	151-163 Bourke Street Melbourne
PROPERTY ID	101122



SURVEY DATE: October 2018

SURVEY BY: Context

HERITAGE INVENTORY H7822-1653

EXISTING HERITAGE OVERLAY No

PLACE TYPE Individual Heritage Place

PROPOSED CATEGORY Significant

FORMER GRADE C

DESIGNER / ARCHITECT / ARTIST: Oakley & Parkes (151-155)
H W & F B Tompkins (157-163)

BUILDER: Clements Langford Pty Ltd (151-155)

DEVELOPMENT PERIOD: Interwar Period (c.1919-c.1940)

DATE OF CREATION / MAJOR CONSTRUCTION: 1915-16, 1938 (151-155)
1929 (157-163)

THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here.
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a commercial city	5.4 Developing a retail centre
	OTHER SUB-THEMES
13 Enjoying the city	13.1 Public recreation

LAND USE

HISTORIC LAND USE	
Archaeological block no: 39	Inventory no: 653
Character of Occupation: Commercial, Residential	
4th land sale 1839, Allotment 17 & 18 – Anthony Hordern	
1888 Mahlstedt	Six buildings, five two-storey shops to Bourke St; one-storey house to lane (Coromandel Pl).
1905/6 Mahlstedt	As above
THEMATIC MAPPING AND LAND USE	
1890s	Factories and workshops
1920s	Retail
1960s	Retail

RECOMMENDATIONS

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

Extent of overlay: Refer to map

SUMMARY

151-163 Bourke Street comprises two four-storey buildings respectively constructed in 1929 (157-163) and substantially remodelled in 1938 (151-155). Originally built as a picture theatre in 1915-16, in 1938, 151-155 Bourke Street was largely remodelled in the Moderne style to a design by Oakley & Parkes for Adelaide furnishing company Malcolm Reid & Co, who was the occupier from 1936. 157-163 Bourke Street was built in the Chicagoesque style to a design by architects H W & F B Tompkins for drapers Payne's Bon Marche Pty Ltd. The buildings share a long history of use as retail stores, from 1929 (157-163) and 1936 (151-155). First linked in 1956, both buildings operated together as the Malcolm Reid Department Store until c1984. They were converted into apartments in 1998.

HISTORICAL CONTEXT

Enjoying the city

Public recreation

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

As Daniel Catrice writes:

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

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

Building a commercial city

Developing a retail centre

Department stores offered customers a wide range of goods, organised into 'departments', under the one roof. In Melbourne, department store Buckley and Nunn, which opened in 1854, established Bourke Street as the preferred retail strip. Russian immigrant Sidney Myer bought a block in Bourke Street in 1911, where he established his successful Myer emporium (Context 2012:43).

After 1920, chain department stores grew rapidly, opening branches or new stores in central Melbourne. Department stores elevated 'fashion, drapery and furnishings to a level of luxury and range which differentiated it from the everyday or rural emporium' (Young and Spearritt 2008). With increasing car ownership and widespread distribution of shopping catalogues, department stores attracted shoppers from both the suburbs and rural areas, consolidating the central Melbourne area as the state's preferred retail destination.

After World War Two, department stores elevated 'fashion, drapery and furnishings to a level of luxury and range which differentiated it from the everyday or rural emporium'. Department stores were also among the first in early postwar years to modernise their premises with improved escalators and shop fittings.

SITE HISTORY

The land at 151-163 Bourke Street Bourke Street, Melbourne, is part of Allotments 17 and 18, Block 10, purchased respectively by Charles Williams and Anthony Hordern during the fourth land sale in 1839 (Fels, Lavelle, Mider 1993, Inventory no 653). The site was occupied by a building as early as 1839. In 1888, the site comprised six buildings including three two-storey shops at 151-155 Bourke Street, two two-storey shops at 157-163 Bourke Street and a single-storey house fronting the laneway currently known as Coromandel Place (Fels, Lavelle, Mider 1993, Inventory no 653).

The subject site comprises two co-joined buildings: one built in 1915-16 (151-155 Bourke Street, on the east side of the site); and the other constructed in 1929 (157-163 Bourke Street, on the west side of the site). The Edwardian-era building at 151-155 Bourke Street was extensively altered with a completely redesigned façade in 1938. The connection of the two buildings was carried out in 1956 (*Argus* 3 July 1955:3).

151-155 Bourke Street

By c1910-12, the site of 151-155 Bourke Street had been acquired by World's Picture & Theatre Co. In December 1912, the company announced plans to erect a new grand picture theatre, the Empire Picture Theatre, with facilities to seat over 2000 people (see Figure 1). Shares were sold to the public: 75,000 shares of 10 shillings each were advertised, with the first release of 40,000 shares offered at one shilling per share. In 1915-16, the three-storey Empire Theatre was built to the design of architect Sydney H Wilson (*Age* 7 May 1910:2; *Argus* 6 December 1912:4; S&Mc 1916). By 1929, the Empire was part of the Hoyts chain (*Everyones* 1929:44).

During the early 1930s, the building was re-purposed as a dancing hall known as Centenary Palace (S&Mc 1933-1935). Figure 2 shows the building around this period.



Figure 1. The initial elevation planned for the Empire Theatre. (Source: *Age* 7 May 1910:2)



Figure 2. Photograph from 1935 showing the Empire Theatre and the interwar building at 157-163 Bourke Street (RHS). (Source: Moir 1935, SLV copyright)

In 1936, an Adelaide furnishing company, Malcolm Reid & Co Ltd, leased the former Empire Theatre, then owned by Mr Jones MLC, and opened its first Melbourne store (*Argus* 11 August 1936:9).

The founder of the company, Malcolm Reid, born in Port Adelaide in 1857, operated timber mills and yards in the boom years at Broken Hill and on the Rand goldfields in South Africa. He later went into the manufacturing and selling of home furnishings, establishing Malcolm Reid & Co Pty Ltd in 1911. Reid died in 1933 (*Chronicle* 23 March 1933:46; *Argus* 11 August 1936:9).

After operating their showrooms at the theatre building for two years, in 1938 Malcolm Reid & Co Pty Ltd announced the complete remodelling of the building. According to the *Argus*, the work carried out was as follows:

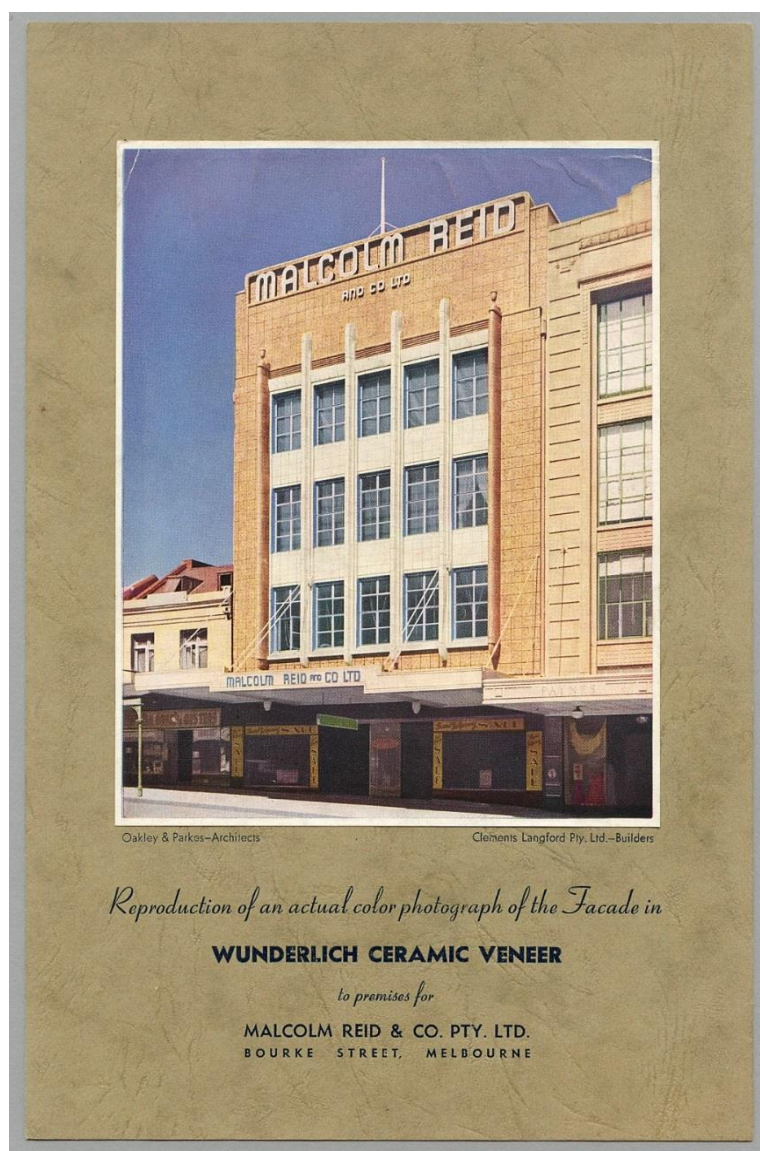
The total floor space of the store is being increased to 20,000 square feet by extending the ground floor, basement, and first floor over the full depth of the site and by adding a new second and third floor over the whole area.

The present front of the building will be demolished and the new façade will be faced with architectural terra cotta above the cantilevered verandah. Provision is being made for floodlighting the building at night (*Argus* 11 October 1938:8).

The architects of the remodelling project were Oakley & Parkes and the builder was Clements Langford Pty Ltd (*Argus* 11 October 1938:8). The façade was finished with Wunderlich Limited's faience tiles, branded as 'Wunderlich ceramic veneer' (see Figure 3). Wunderlich Limited was a New South Wales-based architectural elements manufacturer that commenced manufacturing architectural terra cotta tiles after World War One. By the mid-1920s they had two tile works in Melbourne: in Brunswick and Sunshine (Wilson 2009:4).

A leaflet published by Wunderlich Limited during the 1940s featured a colour photograph showing the original façade of Malcolm Reid & Co Ltd's showroom at 151-155 Bourke Street, which featured a parapet with three-dimensional signage (see Figure 3).

Malcolm Reid's furniture store had a long association with 151-163 Bourke Street, operating their store from the premises for almost 50 years from 1936, later expanding into both buildings at 151-163 from 1953 to c1984 (*Age* 22 August 1984:61).



A7437-28/689
11.6.2009

Figure 3. A leaflet, c1940s, showing a colour photograph of Malcolm Reid & Co's building at 151-155 Bourke Street. (Source: Wunderlich Ltd, c1940s copyright)

157-163 Bourke Street

In November 1926, the two-storey brick building at 157-163 Bourke Street owned and occupied by W H Bruce Ltd, tailor and mercer shop, was sold to developers City Property Pty Ltd (RB 1930-31; *Age* 29 November 1926:2). By 1928, Payne's Bon Marche Pty Ltd, drapers, opened its second display store in the former two-storey shop at 157-163 Bourke Street, while operating their main store across the road at 138-144 Bourke Street (*Herald* 22 March 1928:12). Payne's Bon Marche drapery was founded in Bourke Street in 1885 by Irish businessman, John Payne. In 1909, a new main store was erected at 138-144 Bourke Street. In the late 1920s, commissioning architects H W & F B Tompkins, Payne redeveloped his Bourke Street properties (see **Figure 4**), including the fire-damaged main store (138-144 Bourke Street) and two other retail buildings (130-132 and 134-136 Bourke Street) in the adjoining land.



Figure 4. Now demolished Payne's buildings between 134-144 Bourke Street in 1955. (Source: *Herald* 2 December 2018)

In December 1928, tenders were invited for the purchase and removal of the Payne's Bon Marche building at 157-163 Bourke Street by appointed architects, H W & F B Tompkins (*Argus* 19 December 1928:3). Coinciding with the tender notice, throughout late 1928 and the beginning of 1929, Payne's held a 'special rebuilding sale' of stock (*Herald* 13 February 1929:14; *Herald* 7 January 1929:3).

In January 1929, the application for the erection of 'brick premises' at 157-163 Bourke Street was lodged with the City of Melbourne. The cost for the construction of the four-storey shop was £8000, and the shopfront was completed at an additional cost of £1000 (MBAI 11205 and 11680). The building plans dated 19 January 1929 show the original façade design prepared for Payne's by the architects H W & F B Tompkins. Signage was located under the pedimented parapet and above the ground-floor shopfronts (see Figure 5) (PROV VPRS11200/P1/1382).



Figure 5. The 157-163 Bourke Street elevation from 1929 plans by architects, H W & F B Tompkins. Note the pediment and signage reading 'Payne's'. (Source: PROV VPRS11200/P1/1382)

The ground floor of the new building at 157-163 Bourke Street reused the existing concrete floor and basement space of the former building on site. The lobby was to feature large showcases, with a separate entry leading to the staircase to the upper levels on the right-hand side. A goods lift and a narrow staircase were to be provided to the rear of the premises (PROV VPRS11200/P1/1382).

By late 1929, the new four-storey store and office building had opened at 157-163 Bourke Street. Payne's Bon Marche drapery store was addressed at 157-161 Bourke Street, and a separate business, Bon Marche Cash Order Co Pty Ltd, occupied the upper floor spaces addressed as 163 Bourke Street (S&Mc 1930).

Payne's Bon Marche Pty Ltd operated from the building for 25 years until the mid-1950s.

151-163 Bourke Street, post-1956

In 1953, Malcolm Reid & Co (Vic) Ltd, operating from 151-155 Bourke Street, purchased the adjoining building at 157-163 Bourke Street (*Advertiser* 15 September 1953:12). A N Reid, the director of Malcolm Reid, informed the public that the building would be altered to link with their existing store at 151-155 Bourke Street (*Argus* 3 July 1955:3).

The Melbourne Building Application Index for 157-163 Bourke Street lists substantial building works carried out in 1956, totalling £18,742, which presumably included the connection of the building with the adjoining premises of 151-155 Bourke Street (S&Mc 1955, 1960; MBI 30285, 30400). The parapet at 157-163, which had featured Payne's signage, may have been altered around this time (see Figure 6) (*Age* 20 November 1985:32).



Figure 6. 151-163 Bourke Street photographed in 1985. Note the parapet at 157-163 has been replaced with 'Malcolm Reid'. (Source: *Age* 20 November 1985:32)

In 1960, an addition was made at the 'rear of 151-155' Bourke Street at a cost of £15,000 (MBI 33854). This possibly included alterations to the two-storey Victorian-era brick warehouse at 13 Coromandel Place, at the immediate rear of 151-155 Bourke Street, which was incorporated as part of the Bourke Street buildings at this time. A Mahlstedt Fire Survey Plan, amended in the 1960s, shows the Malcolm Reid store by this stage occupying three interconnected buildings at 151-155 Bourke Street, 157-163 Bourke Street, and 13 Coromandel Place (see Figure 7) (Mahlstedt Map, section 1, no 5, 1948).

Malcolm Reid's furniture store operated at the subject site up until c1984 (Age 22 August 1984:61).

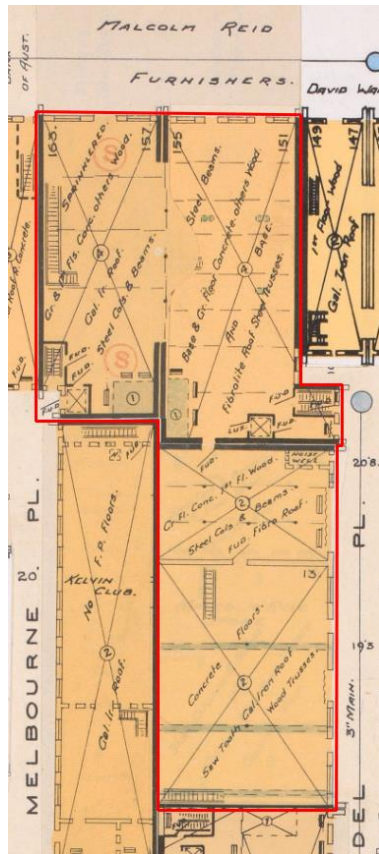


Figure 7. Extract of a 1960s Fire Survey Plan, showing three buildings (the subject building) internally connected. (Source: Mahlstadt Map, section 1, no 5, 1948)

In November 1985, an auction was held to sell the Malcolm Reid premises, known as 151-163 Bourke Street and 13 Coromandel Place. In 1990, the buildings were again offered for sale. Described as a 'sensational retail landmark', the inter-joined buildings were available for purchase as three separate land parcels or as a whole (Age 26 November 1985:53; Age 24 January 1990:21).

In 1998, towards the end of the City of Melbourne's Postcode 3000 initiative, which was a planning policy aimed to encourage the residential development in the central Melbourne area (1993-late 1990s), 151-163 Bourke Street was refurbished as a luxury apartment building comprising 63 one- and two-bedroom serviced apartment units. The units were advertised as investment properties priced from \$180,000 for a 10-year lease (Age 15 November 1998:63; 3 February 1999:82). An illustration in the 1998 advertisement shows the subject building after a four-storey addition and alterations (see Figure 8).

By mid-1999, 151-163 Bourke Street was promoted as the 4½ star Mansion on Bourke Apartment Hotel, a serviced apartment hotel comprising 24-hour reception and a café (Age 22 May 1999:166; 30 April 2000:126).

Currently, the building contains the Quest Hotel and two shops (CoMMaps).



Figure 8. Newspaper advertisement showing the site in 1998 with additions carried out in the 1990s. (Source: *Age* 15 November 1998:63)

Oakley & Parkes, architects

The *Encyclopedia of Australian Architecture* contains the following entry for architects Oakley & Parkes:

Oakley & Parkes was a partnership of Melbourne-born architects Percy Oakley (1883-1955) and Stanley Parkes (1894-1986), lasting from 1926 until 1955. Parkes concentrated on design while Oakley was primarily responsible for seeking new clients, administration and specifications... (Dernelley 2012)

Oakley...attended the Working Men's College (now RMIT University) at night to become an architect. Initially working for King & Stainsbury, Oakley began practicing as an architect in 1908, forming a partnership with A S Eggleston in 1914. This partnership was dissolved in 1923...and Oakley established his own firm. Parke's architectural training was disrupted by his war service from 1914 to 1919. After studying at the Working Men's College and the University of Melbourne, he was articled with Eggleston & Oakley, where he remained until leaving with Oakley. ...in 1926, the firm Oakley & Parkes was established. They were commissioned to design 'The Lodge' (1926), intended only as a temporary residence for the Prime Minister. They eventually designed 150 houses in Canberra, as well as a number of other buildings. (Dernelley 2012)

Oakley & Parkes completed over 370 known works. Notable works include:

- Spicers & Detmold Factory, Coburg, 1940 (with Carleton & Carleton);
- Equity Chambers, Bourke Street, Melbourne, 1931;

- ANZAC House, Collins Street, Melbourne, 1938-39;
- Rippon Lea mansion entrance lodge, 1926;
- Brighton Sea Baths, 1936;
- Yule House, Little Collins Street, Melbourne, 1932 (with Rae Featherstone); and
- Kodak House, Collins Street, Melbourne, 1934-35.

H W & F B Tompkins, architects

The *Encyclopedia of Australian Architecture* contains the following entry for architects H W & F B Tompkins:

H W & F B TOMPKINS, architects were established in 1898 when the brothers won a design competition for the Commercial Travellers Association CTA Clubhouse, 190 Flinders Street, Melbourne. Henry Harry William (1865-1959) and Frank Beauchamp Tompkins (c1867-1952) were born in England and educated in South Africa. They migrated to Australia with their parents in 1886. Harry became an assistant architect to Richard Speight Jnr and Frank worked with a number of architects including Evander McIver and Nahum Barnet. By the mid-1890s Harry had entered a partnership, forming Speight & Tompkins of 493 Collins Street, Melbourne. He left the partnership in 1896 to take up a position in the Western Australia Public Works Department, but was retrenched in 1898 and returned to Melbourne and formed the partnership of H W & F B Tompkins.

The competition win established the firm and by the early 20th century, H W & F B Tompkins was a leading commercial firm. Their commercial work up to WWII reflects the three influences popular at the time: the Romanesque style popularised by such architects as H.H. Richardson in the United States during the late 19th century; the Baroque Revival of the early 20th century, popular in Chicago and San Francisco after 1908; and the Moderne or interwar functionalist style of the 1930s.

The firm is one of the longest surviving in Victoria. In the 1950s it became Tompkins & Shaw when P M. Shaw entered the partnership and then Tompkins, Shaw & Evans when Stan Evans joined. In 2003 it was acquired by Michael Davies Associates, forming a new firm, Tompkins MDA Group (Beeston 2012:707-708).

SITE DESCRIPTION

151-163 Bourke Street comprises two four-storey buildings that were joined in 1956. 151-155 Bourke Street was originally constructed in 1915-16 and extensively remodelled in 1938. 157-163 Bourke Street was constructed in 1929. Linked in 1956, 151-163 Bourke Street was converted to apartments around 1998. The eastern building at 151-155 has a façade designed in the interwar Moderne style, while the western building at 157-163 is in the slightly earlier Chicagoesque style.

The Modern style façade of 151-155 Bourke Street is clad in glazed terracotta (faience), fixed to non-loadbearing brickwork. It comprises five equal width vertical panels of glazing separated by narrow mullions that terminate at the deep parapet. The parapet has small rectangular openings centred on the five vertical panels, although these may have been inserted during the 1990s redevelopment works. There is a solid vertical panel at each end of the façade.

The original steel framed multi-paned windows survive at the upper three levels, with each module comprising eight rectangular sashes, all of which are an identical size with horizontal emphasis. At the third-floor level, the original glazed terracotta transoms have been replaced with small Juliet balconies constructed of fibre cement or a similar material. The eastern side wall of 151-155 Bourke Street retains a painted sign with the name of Malcolm Reid, the owner and occupant of the building from 1936.

The façade of 157-163 Bourke Street is of painted render, probably over non-loadbearing brickwork walls. It comprises three equal width vertical panels of glazing separated by wide mullions that support a deep parapet and spandrels. The spandrels, tops of the glazing panels and parapet feature stylised decoration, including acanthus leaves. The parapet has small rectangular openings centred on the three vertical panels, although these may have been a 1990s modification. There is a rusticated vertical panel at each end of the façade, typical of the Chicagoesque style.

The original steel framed multi-paned windows survive at the upper three levels. At the third-floor level, the original painted render transoms have also been replaced with small Juliet balconies constructed identical to the adjoining façade at 151-155 Bourke Street.

The ground floors of both façades have been significantly altered with a contemporary shopfront and hotel entry foyer. There is a suspended box awning above the ground floor.

The 1998 apartment redevelopment resulted in the remodelling of the earlier buildings. The facades remained substantially intact and sections of the side and rear walls of both buildings were retained.. A new additions including three additional set back storeys was constructed above the existing buildings. The addition demonstrates a contemporary design approach to materials and articulation and is both visible and uniform across the parapets of these two distinct buildings. The limited scale and setback of the new structure means that it does not dominate the individual character or uniform scale of the two facades.

INTEGRITY

Both buildings at 151-155 and 157-163 Bourke Street have been substantially modified as part of the 1998 apartment conversion, though retain the façades and the side and rear walls. As part of the apartment conversion the façades underwent conservation work and retain a high degree of three-dimensional and material integrity. 151-155 Bourke Street retains its glazed terracotta (faience) façade emphasising verticality, steel-framed multi-paned windows and parapet with Art Deco detailing. 157-163 Bourke Street retains its elements representative of the Chicagoesque style, including the vertical glazing separated by wide mullions, decorative spandrels, glazing panels and parapet and rusticated vertical panels at each end. At the third level both buildings have had their transoms replaced and small Juliet balconies added, and openings have been punched through both parapets. At street level shop fronts have been significantly altered over time. The limited scale and setback of the apartment development above the pair of buildings means that it does not dominate their individual character or uniform scale, leaving the original storey height, form and characteristic stylistic details legible.

COMPARATIVE ANALYSIS

151-163 Bourke Street comprises two buildings completed during the interwar period in 1929 (157-163) and 1938 (151-155). Both buildings utilised brick as its main building material, while the

structural steel and reinforced concrete framing became popular building materials in central Melbourne. Departing from load-bearing brick walls, many examples from the interwar period employed these new building methods that allowed windows to become larger and more prominent on façades, while also facilitating increased building heights.

Comprising an expressed structural system of concrete columns and floor plates, the interwar department store and commercial buildings in central Melbourne often utilised the Commercial Palazzo, Chicagoesque or Moderne styles, as seen in landmark examples and other office/retail buildings around the city.

Built in 1929, the façade at 157-163 features some elements characteristic of the Chicagoesque style, which typically adopted understated classical detailing in the form of dentils to parapets, capitals to columns or mouldings to spandrel panels (Lovell Chen 2017:21). Remodelled in 1938, the façade at 151-155 Bourke Street has some elements influenced by the Moderne style, with the use of strong verticality and non-historic ornaments.

The following examples in Melbourne are comparable with 157-163 Bourke Street, being of a similar use, scale, location and/or creation date. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dated c2000 or later.

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

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



Figure 9. 358-360 Little Collins Street, built in 1929.

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

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



Figure 10. 482-484 Bourke Street, built in 1926. (Source: iHeritage)

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

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



Figure 11. 351-357 Elizabeth Street, built in 1926-27.

The following examples are comparable with 151-155 Bourke Street, being of a similar use, scale, location and/or creation date. They are selected examples of Melbourne's Moderne style offices or retail buildings with faience-clad façade.

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

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



Figure 12. 313-317 Bourke Street, built in 1936. (Source: Google 2019)

Akira House, 18 Queen Street, 1937 (VHR H0397; H0729)

A ten-storey reinforced concrete former office building. It features a striking facade of black, green and grey terracotta faience tiles. Designed by James H Wardrop in the Jazz Moderne style. It was built by Swanson Bros in 1937 at a cost £11,000. Originally of six storeys a further four were added when the building was refurbished, subdivided and converted to apartments in 1998.



Figure 13. 18 Queen Street, built in 1927.

Former Patersons Pty Ltd, 152-158 Bourke Street, 1934 (Interim HO1266 – Recommended as significant in the Hoddle Grid Heritage Review)

The former Patersons Pty Ltd Building was built for the Paterson family as a furniture retailing outlet. The building was designed by architect Arthur W Purnell and is a fine example of a Moderne/Jazz Moderne façade from the interwar period.



Figure 14. Former Patersons Pty Ltd 152-158 Bourke Street, built in 1934.

Former Kodak House, 252 Collins Street, 1935 (HO593), and Lyric House, 250 Collins Street, 1930 (Significant in HO502 The Block Precinct)

Originally known as Kodak House (left-hand side in Figure 15), 252 Collins Street is an eight-storey office building with a basement and ground level retail. Designed by Oakley & Parkes in the Art Deco Moderne style it was built in 1935. Of note is the use of stainless steel for the spandrels and mullions, a first for Melbourne. Refurbished and sub-divided in 1997.

Lyric House (right-hand side in Figure 15) is a five-storey office building with Art Deco detailing, designed by A & K Henderson and built in 1930.



Figure 15. 250 Collins Street on right (built in 1930) and 252 Collins Street on left (built in 1935).

151-155 Bourke Street is a largely intact example of the 1930s retail building with Moderne elements. However, in comparison to some of the larger scale examples currently on the City of Melbourne's Heritage Overlay (HO), it is more modest in scale and more restrained in its use of the style, while demonstrating considerable sophistication in its attention to detail and use of materials including glazed terracotta faience cladding. Constructed in 1936 to the design of eminent practitioners of the style H W & F B Tompkins, the HO listed Diamond House at 313-317 Bourke Street is a comparable but larger scale example of the restrained yet refined use of the Moderne style architecture in the central city area.

157-163 Bourke Street is a largely intact example of the Chicagoesque style. However, in comparison to some of the larger scale examples currently on the City of Melbourne's Heritage Overlay, it is more modest in scale, while demonstrating sophistication in its attention to detail and use of materials including large panels of multi-pane steel framed windows. Benjamin House at 358-360 Little Collins Street and the former Kodak House at 252 Collins Street, both HO listed buildings, are comparable examples of the restrained yet refined use of the Chicagoesque style.

The subject buildings at 151-163 Bourke Street are highly unusual in the central Melbourne context as being identical in height and numbers of floors, while demonstrating how stylistic tastes evolved within a relatively short time frame of ten years. Between 1929 and 1938, the popularity of the conservative Chicagoesque style for new development had waned, with the non-classical Modern style becoming the style of choice.

ASSESSMENT AGAINST CRITERIA

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

RECOMMENDATIONS

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

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

MELBOURNE PLANNING SCHEME

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

OTHER

N/A

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PREVIOUS STUDIES

Central Activities District Conservation Study 1985	151-155 C 157-163 D
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Central City Heritage Study 1993	151-155 C 157-163 C
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Review of Heritage overlay listings in the CBD 2002	Ungraded
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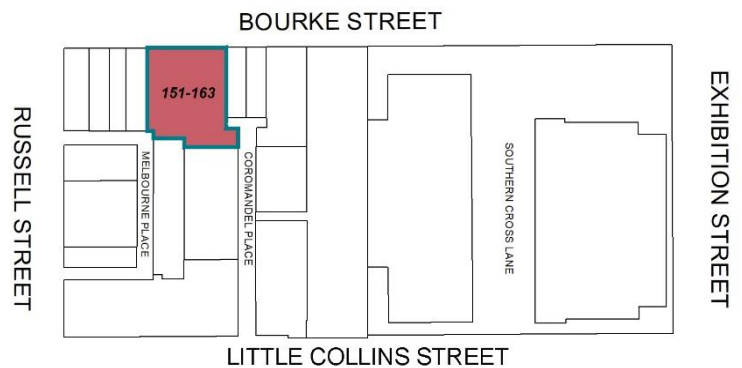
Central City Heritage Review 2011	Ungraded
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STATEMENT OF SIGNIFICANCE

Heritage Place: Former Malcolm Reid & Co Department Store



PS ref no: HOXXXX



What is significant?

151-163 Bourke Street, Melbourne, comprising two four-storey buildings respectively completed in 1938 (151-155 Bourke Street, designed by Oakley & Parkes) and 1929 (157-163 Bourke Street, designed by W & F B Tompkins).

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

- The form and scale of the original four-storey buildings (151-155 and 157-163);
- The original patterns of symmetrical façade geometry and fenestration, including recessed spandrels, projecting mullions, terracotta faience cladding (151-155), vertical rusticated end panels (157-163); and
- The original multi-paned steel-framed windows at the first, second and third levels.

Later alterations, including the Juliet balconies, openings in the parapets, awnings and alterations made to the street level shopfront are not significant.

How it is significant?

151-163 Bourke Street, Melbourne, is of local historical, representative, aesthetic and associative significance to the City of Melbourne.

Why it is significant?

The buildings at 151-163 Bourke Street are historically significant for the evidence they provide of an important phase in Melbourne's retail history; and the rise in popularity of the department store from the 1920s in the central city. Their long use as department stores began in 1929 (for 157-163) and 1936

(151-155, in the former Empire Theatre built 1915-16). Both comprising four floor levels, 151-155 Bourke Street (built 1915-16 and extensively remodelled in 1938 in Moderne style by architects Oakley & Parkes), and 157-163 Bourke Street (built 1929 in Chicagoesque style to a design by architects H W & F B Tompkins) are representative of the small-scale wave of development in central Melbourne during the later interwar period that replaced the low scale masonry buildings dating from the late nineteenth and early twentieth centuries. (Criterion A and D)

The buildings at 151-163 Bourke Street are significant as small-scale examples of Chicagoesque and Moderne style buildings, two popular styles in the later interwar period. Both buildings demonstrate the key characteristics of their respective styles. 157-163 Bourke Street utilised the conservative aesthetic of the Chicagoesque style, which stands in contrast to the streamlined confidence of the Moderne style at 151-155, although the latter is a relatively restrained derivative of the style. The façades demonstrate the symmetry, strong vertical emphasis with projecting mullions and recessed spandrels that were common to both styles, while also exhibiting considerable sophistication in their attention to detail and use of materials including glazed terracotta faience cladding (151-155) and large panels of multi-pane steel framed windows. 157-163 is a modestly scaled and restrained but substantially intact example of the Chicagoesque style. It is notable as a work of the eminent firm of Melbourne architects H W & F B Tompkins, who were primarily recognised at the time for their Art Deco designs. This wave of building also utilised the engineering benefits of steel and concrete frame structures to maximise window areas and to provide flexibility for external articulation and decoration. (Criterion D)

The pair of buildings demonstrate how stylistic tastes evolved within a relatively short time frame of ten years. Between 1929 and 1938, the popularity of the conservative Chicagoesque style for new development had waned, and the non-classical Modern style had become the style of choice. (Criterion E)

The buildings are also significant for their long association with the retail businesses Malcolm Reid & Co Pty Ltd and Paynes Bon Marche Pty Ltd, which operated department stores at the site for almost 50 years and 25 years respectively. By late 1929, a new four-storey store and office building opened at 157-163 Bourke Street, built to a design by architects H W & F B Tompkins for Payne's Bon Marche drapery. Payne's drapery occupied the site for some 25 years, from 1929 to 1953. In 1936, the Adelaide furnishing company, Malcolm Reid & Co Ltd leased the building at 151-155 (built originally as the three-storey Empire Picture Theatre in 1915-16). Malcolm Reid had the building completely remodelled in 1938 to a design by architects Oakley & Parkes for use as the company's Melbourne showroom and retail store. In 1953 Malcolm Reid also occupied 157-163, and the buildings were linked. By 1960, the Malcolm Reid store occupied three interconnected buildings at 151-155 Bourke Street, 157-163 Bourke Street, and 13 Coromandel Place. The company operated from the site for almost 50 years, until c1984. (Criterion H)

Primary source

Hoddle Grid Heritage Review (Context & GJM Heritage, 2020)
