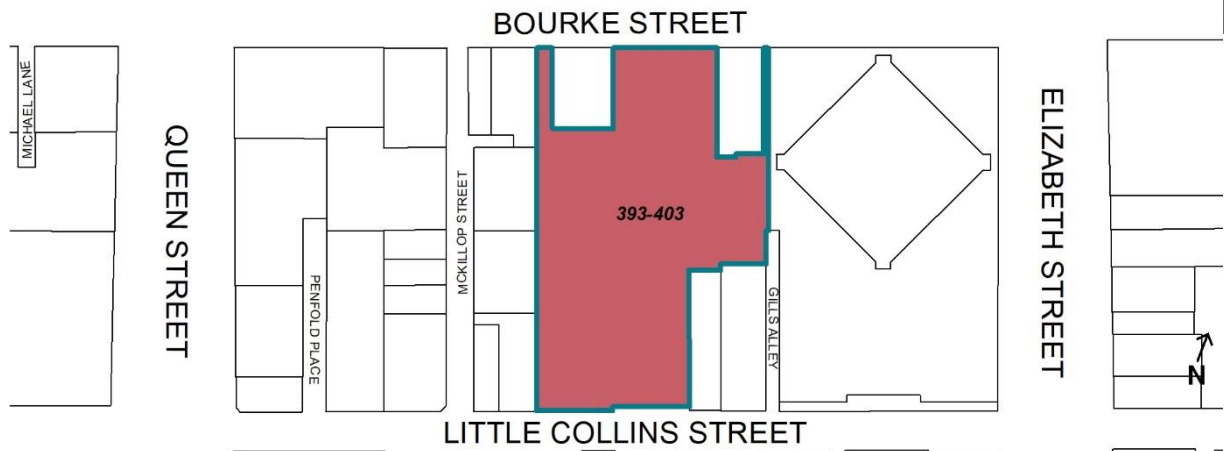


SITE NAME	Former John Danks & Son
STREET ADDRESS	393-403 Bourke Street Melbourne
PROPERTY ID	101147



SURVEY DATE: March 2019

SURVEY BY: Context

HERITAGE INVENTORY N/A

EXISTING HERITAGE OVERLAY No

PLACE TYPE Individual Heritage Place

PROPOSED CATEGORY Significant

FORMER GRADE C

DESIGNER / ARCHITECT / ARTIST: Sydney Smith & Ogg

BUILDER: Not known

DEVELOPMENT PERIOD: Federation/Edwardian Period (1902-c1918)Federation/Edwardi

DATE OF CREATION / MAJOR CONSTRUCTION: c1915-18

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
POSTWAR THEMES	DOMINANT SUB-THEMES
2 Constructing the economy of Melbourne's city centre post World War Two	2.4 Marketing and retailing

LAND USE

HISTORIC LAND USE	
Archaeological block no: 36	Inventory no: Inventory not provided.
THEMATIC MAPPING AND LAND USE	
1890s	Factories and workshops, Merchants
1920s	Retail, Merchants
1960s	Retail, Offices

RECOMMENDATIONS

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

Extent of overlay: Refer to map

SUMMARY

Located at 393-403 Bourke Street between Queen Street and Elizabeth Street, the former John Danks & Son building (now known as The Foundry) is a six-storey commercial/warehouse building constructed in 1915-18, to a design by architects Sydney Smith & Ogg in the Federation Free style with some eclectic Art Nouveau details. The building was built for and long used in association with the hardware industry as a retail outlet, from 1915-57 by John Danks & Son Ltd (who had been at the site since 1859), and from 1965-93 by hardware retailers McEwans. From 2007, the building has been used as apartments, with retail and car parking.

HISTORICAL CONTEXT

Building a Commercial City

Developing a retail centre

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

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

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

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

After the end of World War One in 1918, Melbourne, like other Australian cities, experienced an economic boom. In the first decades of the twentieth century, the demand for residential development declined in central Melbourne as the booming retail and manufacturing sectors rapidly taking up available properties. By 1921, 38 per cent of Melbourne's workers were employed in industry and the growth of manufacturing stimulated urban growth. By the end of the 1920s, Melbourne's population had reached one million people (Marsden 2000:29-30). Retail outlets, offices and small factories increasingly took over the city centre.

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.

Constructing the economy of Melbourne's city centre postwar

Marketing and retailing

Central Sydney and Melbourne accounted for about one third of Australian metropolitan retail sales in the 1950s. This share decreased dramatically in the 1960s as suburban shopping complexes such as

Chadstone Shopping Centre were built, to the point where in the 1990s, central Melbourne accounted for less than 5 per cent of metropolitan retail sales (Spearritt cited in Marsden 2000:49).

The 1962 credit squeeze marked the beginning of the decline of the city department stores, and by the 1970s, Australian retailing consisted largely of franchising operations; by the 1980s, the top ten retail outlets were owned by three or four companies (Hartwell and Lane cited in Marsden 2000:50; Young and Spearritt 2008).

The 1974 Strategy Plan for Melbourne encouraged 'the maintenance and growth of the retail areas as the major centre for shopping for the metropolitan area' (Interplan Pty Ltd 1974:267). In addition, the policies within the Plan aimed to counteract

present economic market forces that would force entertainment and retail activities out of the CBD. The mandatory requirements for retail or entertainment floor space will ensure that the variety provided by shops, restaurants or cinemas is maintained (Interplan Pty Ltd 1974:267).

As a consequence, alliances between government ministers, councilors and traders sought to arrest the decline of retail in the Melbourne city centre. Two main strategies emerged: to expedite car access (prevalent through to the 1970s), and from the 1970s to encourage pedestrians, for example through the creation of car-free malls, Sunday trading, and the establishment of open-air markets. Marsden maintains that the re-focus on shoppers' needs as pedestrians has partly restored the city to its people (Marsden 2000:51-52).

The 1985 Strategy Plan encouraged the promotion of 'the area and of the City's retailing in general, [and] will also assist to promote the Retail Core as the specialist shopping "heart" of metropolitan Melbourne and the State' (CoM 1985:89).

SITE HISTORY

Prior to the construction of the subject building, the site, part of Crown Allotment 14, Block 13, was occupied by a series of two-storey buildings. All of these buildings had been constructed by 1888, and included a restaurant, two saddlers and the original John Danks store (Mahlstedt Map Section 1, no 13, 1888; CoMMaps).

John Danks (1828-1902) was born in Birmingham, son of John Danks, a wrought iron and gas tube manufacturer, who arrived with his family in Melbourne in 1856 (Age 1 March 1902:10; Hone 1972). With his brothers Samuel and Thomas, John Danks (junior) opened a plumbing business at 403 Bourke Street (then known as 42 Bourke Street West) in c1859 (see Figure 1) (Danks 2019). One of the firm's first jobs was the manufacture of pipe connections for the Yan Yean water supply (Hone 1972). The Yan Yean Water Supply System was constructed from 1853 as the first large scale engineered water supply system in Victoria (VHR).

In 1860 Thomas retired and the firm continued as J & S Danks until 1871 when Samuel retired (Hone 1972). By 1871 the firm had established a substantial brass works in South Melbourne (Age 1 March 1902:10). In September 1874 John Danks helped form the United Manufacturers' Association of Victoria and next year called the meeting from which the Protection League developed; Danks became president of the Emerald Hill (South Melbourne) branch (Hone 1972). The United Manufacturers Association of Victoria's objectives were to watch over and protect the interests of manufactures in Victoria (Argus 10 September 1874:7) whilst the Victorian Industrial Protection

League advocated for the imposition of protective duties on all goods which could be manufactured in the colony (*Argus* 6 January 1871:6).

The twenty years following 1874 brought rapid expansion for J & S Danks: branch shops were established in Sydney and in Christchurch, New Zealand; John's son, Aaron, became a partner and, in 1885, started a brass foundry in England (Hone 1972). In 1889 the company came to be known officially as John Danks & Son Limited. By 1891 they had taken over another building at 393 Bourke Street (S&Mc 1892). During the 1890s, John Danks & Son replaced the building at 393 Bourke Street with a new showroom building (see Figure 2), while maintaining their original premises at 403 Bourke Street (S&Mc 1892). As the company expanded, it steadily purchased land along Bourke Street, and by 1890 owned all of the land from 393 to 403 Bourke Street (RB), the same land the subject building now occupies.

By 1894, Danks had started a foundry in Sydney; the size rivalled that of the works in Melbourne (*Age* 1 March 1902:10).

The firm was affected by the economic depression of the 1890s, but by 1902, upon the death of John Danks, the company employed 220 people, with close to 60 people in the Bourke Street store (the former showroom on the subject site at 393-403 Bourke Street) (*Age* 1 March 1902:10). The business was taken over in 1902 by John Danks' son, Sir Aaron Danks, and the business continued to be operated by Sir Aaron's son Fred after Sir Aaron's death in 1928. John Danks & Son was floated as a public company in 1950. By the 1950s, the company had withdrawn from retail and focused solely on hardware manufacturing for wholesale. By 2004, the company employed over 400 staff in 240 Home Timber & Hardware Stores, nearly 400 Thrifty Link Stores Hardware Stores, and 100 Plants Plus Garden Centres Australia wide. The business was sold in 2009 (Danks 2019).

John Danks was also a public figure, entering the South Melbourne Council in 1871, becoming mayor in 1874-75, and retiring in 1880 (*Age* 1 March 1902:10). In 1877 he unsuccessfully contested the Emerald Hill seat in the Legislative Assembly. He was a founder and director of the Australian and European Bank and a commissioner at the 1888 Paris Exhibition. Deeply religious, he was active in the Methodist Church and a Sunday schoolteacher for thirty years (Hone 1972). Danks was known for his community work amongst the 'working classes' of South Melbourne, where his foundry operated, and was known as an 'equitable employer' (*Age* 1 March 1902:10).



Figure 1. Showing John Danks & Son located at its original smaller building at 403 Bourke Street in the 1880s. (Source: Nettleton c1880-1890, SLV)



Figure 2. Showing the John Danks & Son building at 393 Bourke Street in the 1890s. (Source: Rudd c 1890-1900, SLV)

A newspaper article in January 1915 mentions the impending construction of the subject building, noting that the work was to encompass 'additions to a warehouse in reinforced concrete' and that it was a project 'running into the many thousands [of pounds]' (*Herald* 21 January 1915:3). This indicates that the subject building incorporates one of the buildings in existence on site in the 1890s, likely 393 Bourke Street. Construction of the subject building at 393-403 Bourke Street was underway by 1915, as tenders were advertised for the installation of hot water radiators for the John Danks building by the architects Sydney Smith & Ogg in February of that year (*Age* 20 February 1915:19). When the new building was completed in 1915, it was visually the tallest and most significant building in that area of Bourke Street (see Figure 3). The John Danks & Son Ltd building sold retail and wholesale hardware and machinery made by the Danks company's foundries (see Figure 4).



Figure 3. Showing the subject building c1920 after completion, with a large painted 'Danks' sign indicating the presence of the company. (Source: Harvey c1920, SLV)

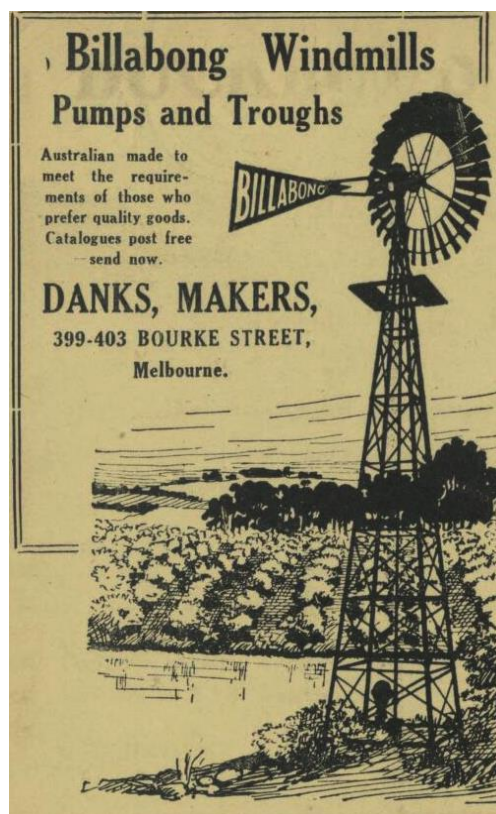


Figure 4. A 1915 advertisement for Danks made Billabong windmills, available from 399-403 Bourke Street. (Source: Stead 1915:6)

A decision for Danks to focus business on wholesale distribution rather than retail led to the sale of the building in 1957 in anticipation of the 1958 opening of their manufacturing plant in South Melbourne (Danks 2019).

Hicks Atkinson Ltd purchased the subject property in 1957, which completed the block that was to house the new Hicks Bourke Street department store (including the next-door property at 387-391 Bourke Street) (Age 5 October 1957:6). Hicks, Atkinson Ltd, was probably the oldest drapery in Melbourne at this time (established 1848) (Argus 2 April 1949:4). They made alterations to the subject building in 1957 to accommodate their store (Age 5 October 1957:6). The building was offered for sale in 1963 when Hicks Atkinson Pty Ltd went into liquidation, and was purchased by the National Mutual Life Association of Australia Ltd (Age 29 May 1963:2; Age 27 November 1964:8).

In 1965, hardware store McEwans Ltd announced that it was moving from its Elizabeth Street premises to a 'big new modern store at 387-403 Bourke Street', where they remained for 28 years until 1993 (Age 11 September 1965:67).

English immigrants James McEwan and John Houston supplied goods to storekeepers on the Victorian goldfields in 1852 from a building at the corner of Elizabeth and Little Collins streets and also leased other premises in Melbourne and Geelong. In 1855 the partnership between Houston and McEwan was dissolved and James McEwan established a wholesale and retail ironmongery from the same building in Elizabeth Street (Lethbridge 2011). In 1927, McEwan's Limited was formed to acquire the shares of James McEwan & Company Pty Ltd and its subsidiaries. By 1965 McEwan's had moved its main city store from the corner of Elizabeth and Little Collins streets to 387-403 Bourke Street, Melbourne. Around this time ten other McEwan's stores were established in the suburbs of Melbourne, as well as in Victorian regional shopping centres (Lethbridge 2011). By 1990, McEwans operated almost 100 hardware retail outlets in Victoria, Queensland and South Australia (Age 23 January 1990:34).

Following a successful takeover bid by Repco Limited, McEwan's Limited was de-listed from the Stock Exchange on 28 July 1982 (Lethbridge 2011).

In 1993, four buildings in Bourke Street, including the McEwans building at 387-403 Bourke Street, were advertised for auction. At the time, all the properties were leased to Bunnings Ltd, trading as McEwans. (Age 29 September 1993:26).

The subject building was purchased in 2003 by developers, the Donnelly Group, and was incorporated into a subsequent development of the site, with the scope of work including the construction of 92 apartments, a three-level retail centre and underground car park. The new development, named 'The Foundry', was opened in 2007. The building was sold again in 2008 to another development group, Brookfield Australia (Vedelago 2013).

Sydney Smith & Ogg, architects

Architects Sydney Wigham Smith (1868-1933) and Charles A Ogg (1867-1932) formed a partnership in 1889. Smith was initially articled to his father, Sydney William Smith, who worked as an engineer and municipal surveyor in suburban Melbourne for some 30 years. Ogg worked for Reed, Henderson & Smart for five years before entering the partnership (Coleman 2012: 676).

Sydney Smith & Ogg designed houses, shops, banks, hotels and churches, and their early designs drew on the Arts and Crafts and Art Nouveau styles of the United Kingdom. One of the notable examples in the city is Milton House, Flinders Lane (1901). From c1911 to 1914, the firm produced a series of innovative hotel designs, influenced by the Arts and Crafts and Art Nouveau styles, largely in the inner suburbs, including the Bendigo Hotel, Collingwood (1911); the Perseverance Hotel, Fitzroy

(1911) and the Kilkenny Inn, King Street, Melbourne (1913). Similar characteristics can be seen in their designs for a series of State Savings Banks, including Moonee Ponds (1905), Elsternwick (1907), and Yarraville (1909). All have symmetrical, red brick façades with various combinations of bay, arched and circular window forms and render, wrought iron and terracotta detailing (Coleman 2012: 677).

Smith and Ogg both died in the early 1930s, however Charles Edward Serpell (1879-1962), who joined the partnership in 1921, continued the practice until he retired in 1956 (Coleman 2012: 677).

SITE DESCRIPTION

Located at 393-403 Bourke Street between Queen Street and Elizabeth Street, the former John Danks & Son building is a six-storey commercial/warehouse building constructed in 1915 to a design by architects Sydney Smith & Ogg in the Federation Free style with some eclectic Art Nouveau details.

The principal façade of the building to Bourke Street is of painted render, symmetrically arranged and divided into six bays. The two outer bays of the building are rusticated and comprise a continuous curved oriel window of three window modules with masonry mullions at the second, third and fourth levels. Above the oriel at the sixth level, there is a balcony surmounted by a substantial arched cornice and a bay of three narrow vertically proportioned windows, which also occurs below the oriel at the first-floor level.

The central four bays at the third, fourth, fifth and six levels are punctuated with rectangular window openings. At the first-floor level the window openings have been altered creating two large openings fitted with contemporary bi-fold sash doors.

All of the original (probably timber frame) windows have been replaced with contemporary aluminium framed windows. The configuration of three vertical sashes with narrow top sashes is understood to reference the original pattern of windows, as do what appear to be replica leadlight upper window sashes.

A substantial cornice surmounts the windows of the central four bays and is supported on large paired brackets, whilst a curved cornice sits above the arches of the end bays. A smaller cornice with multiple brackets also sits above the widow line at the first-floor level. A large floral decorative panel with a shield at the fifth level introduces an Art Nouveau element to the building as do the lesser garlands above the oriel windows and in the semi-circular arches above the end bays. The parapet appears to have been extended above the arches of the two end bays, and a recessed metal clad mansard level has been added above the original roof level.

At street level the building has been altered with no evidence of the original configuration of the building to Bourke Street.

INTEGRITY

The Foundry (former Danks & Son building) at 393-403 Bourke Street is largely intact to its original scale and form, with some changes visible to original or early fabric. The building retains its painted render principal façade, cornices, arch details, original fenestrations, patterns of openings, oriel windows, rustication to the end bays and decorative floral relief panels. Alterations include the addition of a recessed mansard level above the original roof level, and changes to the openings at the first-floor level. The original fenestration pattern including the pattern of openings appears to be

original. All windows have been replaced with aluminium framed windows. The replacement windows reference the original window pattern. It is likely that these changes occurred when the building was redeveloped as residential apartments in 2007.

At the ground level the building has been completely altered and is with no evidence of the original configuration of the building to Bourke Street. Notwithstanding these alterations, overall the building is of high integrity.

COMPARATIVE ANALYSIS

During the Edwardian era, a number of mid-rise brick warehouse/commercial buildings were constructed in central Melbourne. While two- or three-storey warehouses were still common, larger buildings utilising the new materials of structural steel and reinforced concrete were becoming more prevalent, inspired by Chicagoan architecture in the late nineteenth and early twentieth centuries. Departing from traditional loadbearing brick walls, these new building methods allowed for larger and more prominent windows, while also allowing for increased building heights. Although they were characterised by an expressed structural system of concrete encased steel columns and reinforced concrete floor plates, these earlier examples typically included elements of classical detailing, and this approach continued into the interwar period when the Palazzo and Chicagoesque styles were popular.

The following examples in Melbourne are comparable with the subject site, being of a similar use, scale, style and/or construction date. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

Richard Allen & Son warehouse, 164-170 Flinders Lane, c1910 (HO579, Significant in HO506 Flinders Lane Precinct)

At 164-170 Flinders Lane, the front section of the old Richard Allen & Son warehouse building has been retained to a depth of 18 metres and refurbished. The fine façade features a combination of brick middle storeys with arches with a ground floor and upper floors of stucco facing.



Figure 5. 164-170 Flinders Lane, now rear of 161 Collins Street, built c1910.

Herbert and Harold Higson by Bade & Co, 125-127 Flinders Lane, 1913 (HO1032)

A five-storey brick former warehouse with a basement and a mezzanine. Designed by Billing Peck & Kemter in the American Romanesque Revival style and built for the saddlers and ironmongers Herbert and Harold Higson by Bade & Co in 1913. Refurbished in 1989 into lower level retail with offices at upper levels .



Figure 6. 125-127 Flinders Lane, built in 1913.

Warehouse, 179 Flinders Lane, 1911 (Significant in HO505 Flinders Gate Precinct, Significant in HO506 Flinders Lane Precinct)

A four-storey brick former warehouse with ground floor and basement showrooms built in 1911 for Henry Spink and William John Allee . In 1925 the building was severely damaged by fire and was refurbished in 1989 with the top levels converted to offices.



Figure 7. 179 Flinders Lane, built in 1911 (Source: CoMMaps)

294-296 Collins Street, 1914 (HO598, Significant in HO502 The Block Precinct)

A seven-storey cement rendered, reinforced concrete office building with basement and ground level retail designed by Frank Stapley in the Edwardian Baroque style. Built in 1914 by JG Hollow.

Notable features include an elaborate design of cement rendered surfaces.



Figure 8. 294-296 Collins Street, built in 1914.

Melbourne Steamship Co Building, 27-31 King Street, 1913 (HO671)

A six-storey building built in 1913 to a design by T W & F B Tompkins for the Melbourne Steamship Company. The building is an example of an early and successful amalgamation of Edwardian Baroque commercial building design and of framed structures in Chicago.



Figure 9. 27-31 King Street, built in 1913.

Equitable House, 345-349 Little Collins Street, 1925 (Recommended as significant within the Hoddle Grid Heritage Review)

Equitable House, 335-349 Little Collins Street Melbourne, constitutes two distinct built forms arranged in an L shape formation: one of 11 storeys fronting Little Collins Street, built in 1925; the other of 13 storeys fronting Elizabeth Street, built in 1968. The 1925 building was designed by architects Stephenson & Meldrum in the interwar Commercial Palazzo style.



Figure 10. 345-349 Little Collins Street, 1925.

Other buildings designed by Sydney Smith & Ogg

Architects Sydney Smith & Ogg were influential during the Edwardian period, particularly with their designs for hotels in the central city and inner suburbs. Milton House, located at 21-25 Flinders Lane, Melbourne and built as a private hospital in 1901, is one of their finest designs.

Milton House, 21-25 Flinders Lane, 1901 (VHR H0582; H0637)

Milton House is significant for its delicate application of Art Nouveau design blended with elements of the American Romanesque. The overall form is attributable to Sydney Smith & Ogg but much of the detail is thought to be that of Robert Haddon, a leading exponent of the Art Nouveau.



Figure 11. Milton House, 21-25 Flinders lane, 1901. (source: HERMES 130557)

Kilkenny Inn, 248-250 King Street, 1915 (HO679)

The former Kilkenny Inn is a three-storey brick hotel including a basement and a corner tower designed by Sydney Smith & Ogg in the Federation Free style manner showing Art Nouveau and Arts and Crafts influences.



Figure 12. Kilkenny Inn 248-250 King Street, 1915 (Source: HERMES 130682)

Former Markillie's Hotel, now YHA, 562-564 Flinders Street, 1915 (HO1041)

The former Markillie's Hotel was designed by Sydney Smith & Ogg in the Edwardian Baroque style in 1915.



Figure 13. 562-564 Flinders Street, 1915.

The former Danks & Son building at 393-403 Bourke Street is a fine example of an early mid-rise warehouse building designed by prominent architects Sydney Smith & Ogg. It demonstrates the blending of architectural styles, primarily the Federation Free Style with some eclectic Art Nouveau details. In this way it is most comparable to the Kilkenny Inn, also by Sydney Smith & Ogg, which demonstrates a blending of Art Nouveau and Arts and Craft elements. It also incorporates ideas from the American Romanesque style that was popular at the time, with the rusticated vertical end bays of the building topped with a semicircular arch. In this case the module is primarily occupied with oriel windows rather than a recessed bay. The building also features a number of classically derived Art Nouveau embellishments such as garlands and brackets that add a degree of delicacy that departs from the generally robust simplicity of the Federation Warehouse and Romanesque styles.

The building is comparable to other HO-listed buildings in central Melbourne. Herbert and Harold Higson by Bade & Co at 125-127 Flinders Lane (HO1032) and 179 Flinders Lane, 1911 (HO505, HO506), both of which also utilise continuous oriel window bays, although these examples are both executed with a more dominant face brick vertical emphasis in the Federation Romanesque fashion. Both in terms of the architectural style and scale, the subject building compares well to Melbourne Steamship Co building at 27-31 King Street (HO671), which is a slightly earlier example that shows similar eclectic Art Nouveau details and other Federation Free style elements influenced by Baroque architecture.

With its early use of reinforced concrete, the subject building is comparable to 294-296 Collins Street, 1914 (HO598). It is also comparable with the later Equitable House at 345-349 Little Collins Street (Recommended as individually significant within the Hoddle Grid Heritage Review), constructed in 1925 in the interwar Commercial Palazzo style, by demonstrating a similar but very restrained approach to articulation in a mid-rise building where the end bays receive particular vertical emphasis.

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**

C

**Central City Heritage
Study 1993**

C

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

Ungraded

**Central City Heritage
Review 2011**

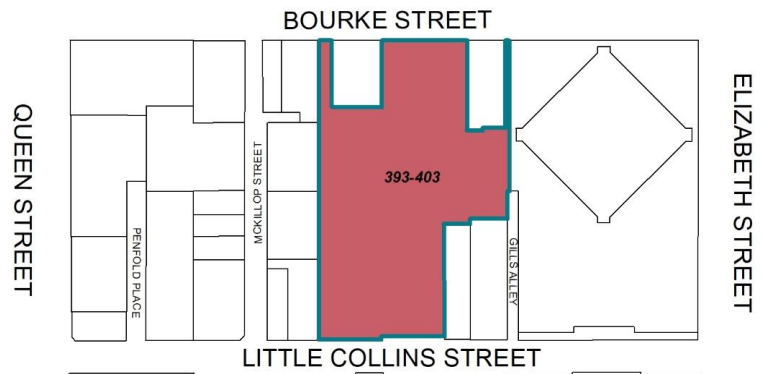
Ungraded

STATEMENT OF SIGNIFICANCE

Heritage Place: Former John Danks & Son



PS ref no: HOXXXX



What is significant?

The Foundry (former Danks & Son) building at 393-403 Bourke Street, Melbourne, a six-storey steel and reinforced concrete building built in 1915-18 to a design by Sydney Smith & Ogg.

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

- The original building scale and form; and
- The original painted render principle façade and pattern of fenestration, including cornices, semicircular arches, brackets, rusticated end bays, decorative floral garlands, pattern of window openings and curved oriel windows at the second, third and fourth levels.

Later alterations made to the street level facade are not significant.

How it is significant?

393-403 Bourke Street, Melbourne, is of local historic, representative and aesthetic significance to the City of Melbourne.

Why it is significant?

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

Sons Ltd, retail and wholesale hardware, from the 1890s to 1957; then McEwans Ltd, retail hardware, from 1965 to 1993. (Criterion A)

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

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

Primary source

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