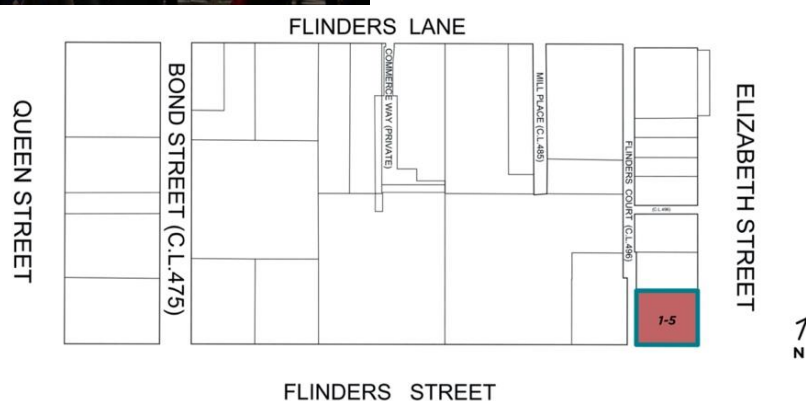


<b>SITE NAME</b>	Former Hosie's Hotel [also known as Hosie's Building (current name)]
<b>STREET ADDRESS</b>	1-5 Elizabeth Street, Melbourne
<b>PROPERTY ID</b>	103165



<b>SURVEY DATE:</b> October 2019		<b>SURVEY BY:</b> GJM Heritage	
<b>HERITAGE INVENTORY</b>	No	<b>EXISTING HERITAGE OVERLAY</b>	HO505 & HO938 (VHR H2094 'Hosies Hotel Mural' & part VHR H1083 'Flinders Street Railway Station Complex', to extent of cantilevered awning)
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
		<b>FORMER CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Mussen Mackay & Potter	<b>BUILDER:</b>	E A Watts Pty Ltd
<b>DEVELOPMENT PERIOD:</b>	Postwar Period (1945-1975)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1954-1956

**THEMES**

<b>ABORIGINAL THEMES</b>	<b>SUB-THEMES</b>
Research undertaken in preparing this citation focused on the postwar history of the site and did not address associations with Aboriginal people or organisations	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
<b>POSTWAR THEMES</b>	<b>DOMINANT SUB-THEMES</b>
1 Shaping the urban landscape	1.8 Expressing an architectural style
5 Living in the city centre	5.2 Hotels
8 Enjoying the city	8.2 Melbourne's introduction to the world stage

**LAND USE**

<b>THEMATIC MAPPING AND LAND USE</b>	
1890s	Hotel, Café/Restaurant
1920s	Hotel, Café/Restaurant
1960s	Hotel

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an individual heritage place.

**Extent of overlay:** To extent of property boundary

**SUMMARY**

The Former Hosie's Hotel was built in 1954-1956 to a designed by architects and civil engineers Mussen Mackay & Potter for owners, Carlton and United Breweries Ltd. It was constructed by builders E A Watts in time to provide modern accommodation for the 1956 Melbourne Olympic Games.

## CONTEXTUAL HISTORY

The period from 1945 to 1975 was one of radical transformation for Melbourne; from the low-rise city that still reflected its colonial origins to a bustling international centre of commerce and culture. The surviving buildings from this period are evidence of the evolving economic and social conditions in Melbourne at the time and demonstrate the city's transition from its nineteenth century manufacturing origins to its current banking, office and service industry focus. These buildings reflect the increasing commercial and cultural role of Melbourne in the international context of globalisation and postwar optimism as well as a radically altered economic environment which saw an influx of foreign capital and ideas. Collectively, these buildings represent a transformative period in the life of the city; a period that is categorised by significant change, growth and evolution across all aspects of life – social, political, economic and cultural.

### Expressing an architectural style in the postwar period

Multi-storey commercial buildings made a significant contribution to postwar Melbourne, particularly from the late 1950s to the mid-1970s. With the resumption of building construction in the 1950s after the hiatus of World War II, the advent of curtain wall construction – enabling the application of a non-load bearing skin to the face of a building – radically altered the appearance of the modern city commercial building.

Constructed predominantly for the financial and business sectors, there was an eagerness amongst clients to establish a dominant city presence and to project a modern, progressive and prestigious approach to commercial building design. The resulting Post-War Modernist style of multi-storey buildings, influenced particularly by steel and glass office tower design in the United States, were in stark contrast to the pre-war city buildings in central Melbourne and presented architects of the day with a completely new design challenge.

Thirty major city buildings were completed in Melbourne in four years alone from 1955 to 1958 and 22 were office buildings within, or on the fringes of, the CBD (Saunders 1959:91). Largely influenced by the American skyscraper, the earliest office buildings of the 1950s utilised innovative curtain walling, formed from continuous metal-framing filled principally with glass. The curtain wall is described by Miles Lewis as 'essentially a continuous, non-bearing skin on the face of a building' and is one of the 'leitmotifs of modernism, both in Australia and overseas' (Lewis 2012:185). The curtain walled 'glass box' aesthetic was embraced by the local architects, and many buildings followed to the extent that high-rise office buildings with curtain walling became a defining characteristic of the new buildings in the latter half of the 1950s (NTAV 2014:5-6).

Amongst the first curtain walled buildings to be constructed in Melbourne was the 13-storey glass-fronted Gilbert Court at 100 Collins Street (J A La Gerche 1954-56), which was built to the height limit of 132 feet (40m), and – perhaps the most influential – the free-standing ICI House, 1 Nicholson Street (Bates Smart & McCutcheon 1955-58). Located on the outskirts of the Hoddle Grid, ICI House was clad on all four facades with glass curtain walling and exceeded the well-established maximum building height within the Hoddle Grid. Large numbers of similarly designed city commercial buildings followed, often displaying bold horizontal contrast between alternating rows of glazing and coloured spandrels.

## Hotels

The lack of hotel accommodation was a cause for concern in central Melbourne in the 1950s and 1960s. In the lead up to the 1956 Olympic Games, it was reported that the city's hotel accommodation was not only far below international standards, but did not provide enough beds to host large numbers of tourists. Up until that time, hotels primarily focused on the provision of food and drink; there was no legal requirement to provide accommodation. To boost the number of hotel beds in the lead up to the 1956 Games, amended liquor laws were introduced that made it essential for every hotel to offer lodgings. This new law contributed to the closure and demolition of an unprecedented number of city hotels in the postwar period. Between 1951 and 1961, 23 hotels in central Melbourne closed, with only five top city hotels from Melbourne's bygone era – Scott's, Menzies', the Oriental, the Windsor and the Federal – remaining. Within a decade, all but one (the Windsor) had been demolished (Annear 2005:193).

Despite a push to provide more hotels with higher standards in time for the Olympic Games, ultimately only a handful were constructed. Hosie's Hotel (1954-56) at the corner of Elizabeth and Flinders streets, was one of the first modern hotels to be built in central Melbourne (NTAV 2014:42).

The 1960s saw the opening of Australia's first high-rise, American-style hotel. With the increasing use of faster jet planes, international travel for both luxury and business purposes became a glamorous pursuit. In the late 1950s and early 1960s, US-based hotels such as the Hilton and the Pan Am-owned Intercontinental began establishing the first international hotel chains.

The Southern Cross Hotel (now demolished) opened in 1962 as Australia's first modern hotel of the jet age – a sign that the city had established itself as an international destination (Annear 2005:186). It occupied a large site on Bourke Street in central Melbourne, formerly occupied by the grand Eastern Market. The hotel, owned by Pan American Airways, set the new standard for city hotels in Melbourne and its central plaza, shopping arcades, and ten-pin bowling alley represented a new concept of public space (Goad). The Southern Cross Hotel remained Melbourne's premier hotel into the early 1980s, famously hosting The Beatles during their 1964 tour and national events such as the Logies and the Brownlow (Brown-May 2005). The Bryson Centre (now Rydges Hotel), 174-192 Exhibition Street (1970-72), was one of a number of high-rise buildings planned for the eastern end of the city in the early 1970s to 'meet the tourist boom expected with the opening of the new airport at Tullamarine' (Age 1970:2). The 23-storey Bryson Centre incorporated office space, a 600-seat cinema, restaurants, convention centres and a 292-room hotel, named Hotel Melbourne, which was located on the upper 13 floors of the building. The Bryson Centre was described by the *Age* as a 'city within a city – every need is either within the hotel walls or within walking distance outside' (Age 1972:19).

## Melbourne's introduction to the world stage

The staging of the 1956 Olympic Games in Melbourne gave the city a major boost as an international tourist destination and won for Melbourne the reputation as the 'friendly city' (Context 2012:93).

As early as 1948, discussions had commenced regarding the 'immediate development of important public works in the city' to 'merit selection of Melbourne for the 1956 Olympic Games' (Age 15 October 1948: 8). Works proposed included the construction of subways and underground railways and a new Spencer Street station, as well as better parking facilities; reconstruction of leading hotels and the erection of new hotels; and modifications to the present licensing laws (Age 15 October

1948:8). Melbourne was announced as the host city of the 1956 Olympic Games at a meeting of the International Olympic Committee in Rome in 1949.

As the first Olympic Games to be held in the Southern Hemisphere, there was a public awareness that 'we must not under-estimate the importance of the Games in presenting Australia to the world... Australians, particularly Victorians, should realise that the standard of preparation for the games must be of the highest order' (*Age* 30 June 1950:2). Following the announcement in 1949 that Melbourne would host the games, there was a flurry to update the city's image and, as Barry Humphries has wryly noted, "half of Victorian Melbourne was torn down in the stampede to be modern" (Heritage Alliance 2008:41).

A key concern was the low standard of Melbourne's hotels, with the *Age* reporting that 'it is apparent to all Australian travellers going abroad that our existing hotel accommodation is far below world standard. Staging the Games therefore gives Australia a chance to lift this standard, and to attract more visitors to the Commonwealth.' (*Age* 30 June 1950:2) It was further reported that 'hotels to accommodate visitors to the 1956 Olympic games in Melbourne will be designed on the most modern lines and will be situated mainly within the city limits' (*Age* 23 March 1950:4).

Ultimately, only a handful of hotels were constructed in the city for the Olympic Games. Hosies Hotel (1954-56, Figure 17) at the corner of Elizabeth and Flinders streets, designed by architects Mussen, Mackay and Potter and the Town Hall Hotel (now demolished) were two hotels built in the city centre in anticipation of the Games.

Another widely reported issue at the time was Melbourne's constrained licensing laws. Newspaper editorials raised the issue of Victoria's restrictive liquor licensing laws from as early as 1949, stating that Olympic hospitality was a national matter and the licensing laws 'should be changed so that city hotels can capture the 'community atmosphere' of American hotels' (*Herald*, 25 June 1949:9). A Victorian referendum was held in March 1956 to extend hotel closing hours from 6pm to 10pm, but was defeated, with only six of the 66 state electorates voting in favour of ten o'clock closing. The 'six o'clock swill' ultimately remained in place during the Games. It proved somewhat of a curiosity for international visitors accustomed to more relaxed drinking and café cultures (Reeves 2016).

The 1956 Olympic Games were an important milestone in the city of Melbourne's maturation and growth (Reeves 2016). The international event was a coming of age for Australian sport and proved that Melbourne, and Australia, was capable of hosting a global event never before held outside of Europe or the United States of America (ABC Archives).

## SITE HISTORY

Hosie's Hotel was built in 1954-56, designed by architects and civil engineers Mussen Mackay & Potter for owners, Carlton and United Breweries Ltd (BAP; Goad 2012:485; NTAV 2014:42). It was constructed by builders E A Watts (*Cross-Section*, Apr 1954). Hosie's Hotel was one of the first modern high-rise hotels to be built in central Melbourne (NTAV 2014:42; NTAV 1999).

A hotel was first established on the site in a former warehouse in the late 1860s, called the Hobson's Bay Railway Terminus Hotel. Hosie's Hotel (also known as Hosie's Hotel and Café in its earlier incarnation) occupied the building from the 1880s, named after its owner – James S Hosie – who was also known for his Scotch Pie House and Turkish Bathing Palace in Melbourne (S&Mc; *Age*, 31 Aug 1895:2; Spicer). Mr J Richardson purchased the hotel from Hosie and it was on-sold to Carlton and United Breweries Ltd in 1945 (*Age* 18 Jul 1953:4).

In October 1952, Carlton and United Breweries Ltd announced that all of their freehold hotels in Victoria were to be reconstructed and modernised. First was the Town Hall Hotel, Swanston Street, and second, the 'Famous Hosie's' on the corner of Flinders and Elizabeth streets, which was to be replaced by a multi-storey residential hotel (*Age*, 10 Oct 1952:13; *Argus*, 10 Oct 1952:1). The two hotels were to be completed in time to provide modern accommodation for the 1956 Olympic Games (*Herald*, 4 May 1954:12; VHR: citation).

In July 1953, *The Age* (18 Jul 1953:4) reported on the demolition of the earlier 99-year-old Hosie's Hotel, scheduled for August 1953. Construction of the new hotel was expected to be completed about January 1955. The hotel was to be 11-storeys and accommodate 48 guests, with bedrooms set back from the streets to avoid noise, overlooking a fourth-floor guests' roof garden. The article further reported:

*The design of the new building is described by the architects, Mussen Mackay and Porter [sic], of Melbourne, as "contemporary hotel style." It will contain all modern amenities.*

*Hosie's is the second major city hotel rebuilding project by the Carlton and United Breweries, which bought the hotel from the late Mr. J. Richardson in 1945, since the war. The other project, the Town Hall Hotel, in Swanston Street, has commenced.*

In August 1953, Mussen, Mackay and Potter called for tenders for the 'rebuilding' of Hosie's Hotel (*Age*, 29 Aug 1953:47). Two months later in October 1953 the City of Melbourne received a building permit application to erect the new building (estimated total cost of £350,000) (BAI). By May 1954, construction was in its initial stages, with excavators preparing the site for foundations (*Herald*, 4 May 1954:12; BLE, 24 Apr 1954:35).

The principal architect on the project was reportedly Keith Mackay, who had been involved with the design of Australia Hotel in the 1930s, with Leslie M Perrott (NTAV 1999). The design of Hosie's Hotel was different to other high-rise projects within the city, featuring interlocking volumes, solid and glass curtain walls and a colourful multi-storey mural on the east elevation (ultimately executed by Richard Beck) (NTAV 1999). A 1954 newspaper article noted the building was 'of contemporary American design' (*Herald*, 4 May 1954:12). Some sources suggest that the design reflected the earlier styles of the European Mondrian or Dutch avant-garde art movement 'De Stijl' ('The Style'), with its smooth finishes and integration of art and architecture, with Beck's mural a major feature of the building (Butler 1985: citation; VHR: citation).

Architectural drawings dated August 1953 indicate that the finish to the west and north elevations was cement render with a ruled grid (Figure 1; south and east elevation drawings not located). The ground floor was designed with entrance lobbies off Flinders Street and Elizabeth Street (Figure 2). The architectural plans show public bars at the basement and ground levels, a public lounge to the first floor, public dining room to the second floor, private dining room to the third floor, hotel reception lobby, cocktail bar, guest lounge and terrace to the fourth, staff amenities to the fifth, manager's flat on the sixth, and accommodation from the seventh to tenth floors (BAP).

The hotel development was discussed in contemporary newspapers and architectural publications and later commentary suggests that Hosie's Hotel was considered as important for its time as the Hotel Australia development (*Age*, 27 Nov 1997:24). The Australia Hotel was completed in 1939 (demolished in 1989) at 262-270 Collins Street, replacing an earlier hotel of the same name. The 12-

storey hotel's influential modernist architecture was the work of Leslie M Perrott in association with Colin McKenzie and Keith Mackay. The hotel developed a reputation as one of the finest in Australia, its bars, cinemas, kitchens and shopping arcades serving as a hub for contemporary Melbourne's social scene. Australia Hotel was an important cultural venue and a symbol of Melbourne's modernity (Spicer; NTAV citation).

The Melbourne University publication *Cross-Section* commented on Hosie's Hotel in April 1954, during the early construction stages. The article discussed the design, with four floors of fully air-conditioned public rooms (bars, lounges and dining rooms) and guest garden. The structure was to comprise a reinforced concrete frame, aluminium windows and spandrels, ceramic veneer and travertine finishes (Figure 3) (*Cross-Section*, Apr 1954).

The *Age* further noted that the hotel was to comprise large areas of glass framed in satin finished aluminium spandrels. The concrete walls were to be faced with ceramic tiles. The article described the internal spaces and noted that the six upper floors were to provide 'high class residential accommodation' (*Age*, 12 Nov 1954:3).

In July 1955, *Cross-Section* reported that Hosie's Hotel was still under construction and 'promises still to be a city [building] of more individual character than its contemporaries' (*Cross-Section*, Jul 1955). Also at this stage, in July 1955, a permit application was lodged with the City of Melbourne to construct a cantilever verandah (BAI). Photographs show the stages of construction (Figure 4 - Figure 7).

The completed hotel features a three-storey modernist mosaic mural on the Elizabeth Street elevation, created by artist Richard Beck (1912-1985) in 1955. Beck was an English and German trained graphic designer and one of the leading modernist graphic designers in Melbourne at the time. The abstract image is made of ceramic panels and represents three glasses (or pots) clinking together. The mural expressed the modernist movement in architecture and design in Melbourne. This modernism was important as the city of Melbourne attempted to present itself to the world as a modern, contemporary city at the time of the 1956 Olympic Games (Goad 2012:485; VHR: citation). The mural was included in the Victorian Heritage Register in 2006.

In November 1956, an American attending the 1956 Melbourne Olympic Games reported back to an American newspaper (*News-Journal*, 23 Nov 1956:19) on the institution of the 'Six O'Clock Swill', and a visit to the 'pub in Hosies Hotel' which he noted had lately been rebuilt and described as 'rather shiny with blond panelling'.

The building was refurbished in the late 1980s (BAI) and continued to serve as Hosie's Hotel until at least the mid-1990s (*Age*, 25 Sep 1996:41). In 2019 the building is called Hosie's Building (CoMMaps).

### **Mussen Mackay & Potter, architects**

Mussen, Mackay and Potter was established in c1950 by architect, Keith Mackay, and civil engineers, Norman Henry Mussen and Charles Potter. The firm undertook a range of commercial, educational and industrial work in the 1950s. Mussen was also a lecturer at the University of Melbourne in the 1940s and 1950s – his teaching on structural engineering influenced architects like Peter McIntyre and Kevin Borland.

The firm's commercial work in Melbourne included a store for Sportsgirl in Collins Street (1955) and Hosie's Hotel in Flinders Street (1954-56), which was constructed in readiness for the 1956 Olympic



Games. The firm became Mackay and Potter in c1958, after which it designed offices for the Gas & Fuel Corporation in St Kilda Road, Albert Park and the State Accident and Motor Car Insurance on Collins Street, Melbourne (1965).

### Richard Beck, artist

Richard Beck (1912-1985), was known nationally for his graphic design work in the mid-twentieth century. Before coming to Australia in 1940, Beck had his own design consultancy in London working on London Transport Posters, for Shell Mex Ltd and for the Orient Line. In Australia, Beck worked as a commercial designer. He designed the only poster commissioned to officially promote and commemorate the 1956 Olympic Games in Melbourne. His most recognised work was his label for Coonawarra wines featuring a woodcut of the winery, which is still in use. He also designed stamps and was on the panel for the design of the Australian decimal currency. Richard Beck was a member of the design committee for the Olympic Street decorations and was represented in the Design Section of the Olympic Arts festival. His work is held by the National Gallery of Victoria, the Victoria and Albert Museum, the London Transport Museum and the London Design Museum (VHR: citation).

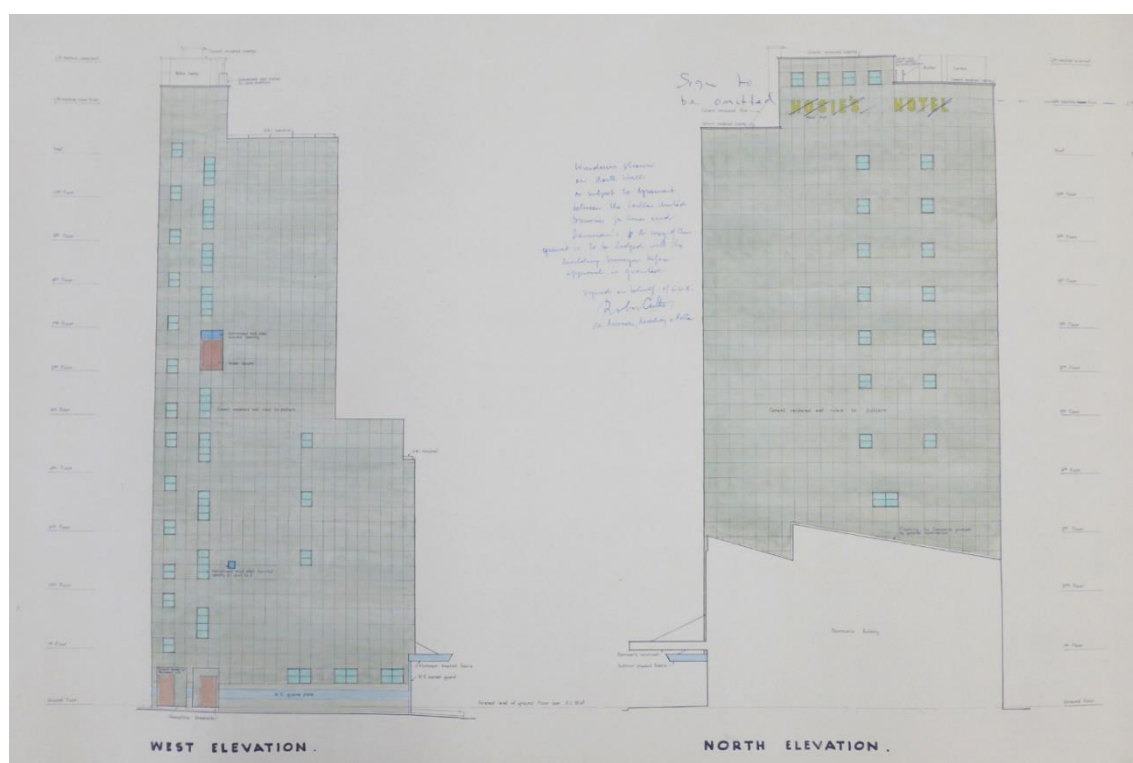


Figure 1. West and north elevations. Annotation notes that the 'Hosies Hotel' metal sign to the north elevation was to be omitted. Drawings by Mussen Mackay & Potter, dated August 1953 (BAP; south and east elevation drawings not located) (BAP).



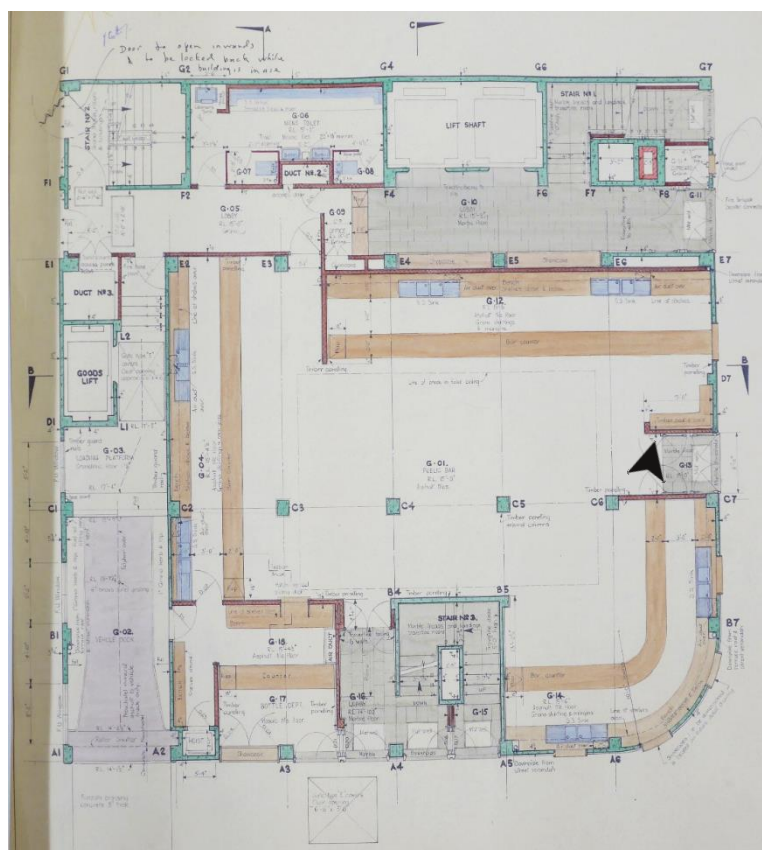


Figure 2. Plan of the ground floor, with a public bar and lobby entrances off both main streets (in grey). Drawing by Mussen Mackay & Potter, dated August 1953 (BAP).

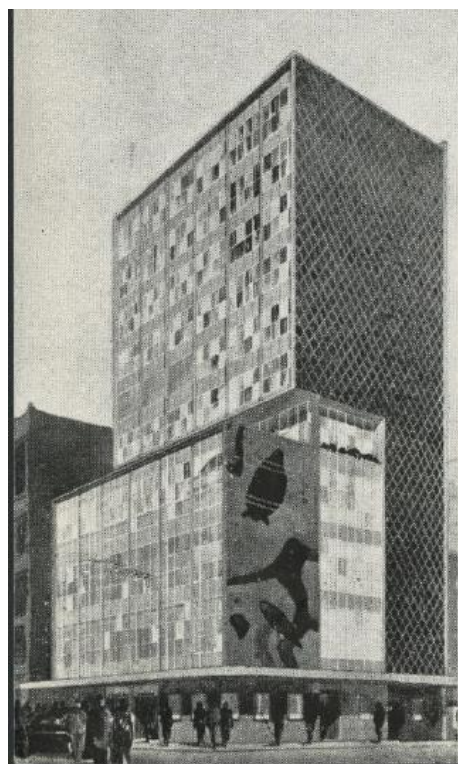


Figure 3. Illustration of the proposed hotel, which was under construction when the image was published in April 1954 (Cross-Section No. 18, Apr 1954).



Figure 4. The hotel under construction in February 1955 (SLV, Lyle Fowler, photographer, Image H92.20/5269).



Figure 5. Construction phase, in 1955 (SLV, Mark Strizic, photographer, Image H2008.11/1086).



Figure 6. The construction phase, July 1955 (*Cross-Section*, Jul 1955).



Figure 7. The construction phase. Photo probably dates to 1955-56 (SLV, Peter Wille, photographer, Image H91.244/3970).





Figure 8. Hosie's Hotel. Photo probably dates to c1955, before the mural was installed (SLV, Rose Stereograph Co, Image H32492/8571).



Figure 9. Hosie's Hotel. Photo is dated c1957-63 (NAA, J2669, 463).



Figure 10. Hosie's Hotel. Photo is dated c1957-63 (NAA, J2669, 464).



Figure 11. The hotel in 1985 (Butler 1985: Building ID Form).



Figure 12. The hotel in 1985 (Butler 1985: Building ID Form).

## SITE DESCRIPTION

The Former Hosie's Hotel at 1-5 Elizabeth Street is a 10-storey commercial hotel building with basement, located on the north-east corner of Elizabeth and Flinders streets. Situated on this prominent site opposite Flinders Street Station, the building has main frontages to both these streets. Constructed in 1954-56 to a design by Mussen Mackay & Potter, the multi-storey building is an example of the Post-War Modernist style.

Set on a square site, Flinders Court forms the western boundary and an adjacent low-rise building forms the northern boundary. The building presents as a complex composition of two overlapping and interlocking rectangular forms – a low-rise block of four floors to the south and a high-rise tower to the north.

The building is of reinforced concrete column and slab construction with the two main facades of each building block presenting as curtain wall to the south and contrasting solid masonry walls to the east. Facing south, the upper and lower sections of the Flinders Street façade are glazed curtain walls with large sets of windows arranged in a heavy grid of aluminium window frames, sashes and spandrel facings. In contrast the east façade is formed from a complex of solid masses with a glazed central section dividing the two main building volumes when viewed from Elizabeth Street.

These main facades display contrasting finishes and colours. This includes a large distinctive and colourful mosaic mural, depicting an abstraction of three overlapping glasses, which covers the otherwise blank three-storey façade of the low-rise southern section. Rows of small fixed inset windows provide the only relief to the sheer ceramic tile-clad facade of the high-rise tower.

Other than a vertical row of small window openings facing Flinders Court, the west and north facades present as plain cement rendered walls, ruled with a rectangular pattern.

Rows of shopfronts with cantilever verandahs occupy the building at street level in both Flinders and Elizabeth Streets.

## **INTEGRITY**

The Former Hosie's Hotel, including the original form and the detailing of the exterior of the building above street level, remains highly intact to its original construction in 1954-56. Modifications to the building at street level, and the re-glazing of large windows to the main facades, have altered the original design. The overall grid of window openings has been retained, however larger panes of glass have replaced the previously multi-paned windows.

Overall, the building retains a high degree of architectural integrity to the Post-War Modernist style in fabric, form and detail. While the building has undergone alterations at street level, and the window glazing has been replaced, these changes do not diminish the ability to understand and appreciate the place as a fine example of a Post-War Modernist multi-storey hotel building.

## **COMPARATIVE ANALYSIS**

The Former Hosie's Hotel at 1-5 Elizabeth Street is a fine and representative example of the Post-War Modernist style and clearly demonstrates the typical characteristics of the emerging multi-storey commercial building design of the mid-1950s. The building's grid-like, south-facing curtain walls and contrasting complex of tile-clad solid masses of the east façade (incorporating the distinctive and colourful mural) can be clearly observed from Flinders Street and Elizabeth Street. Despite the redesign of the façade at street level, the upper facades of the Former Hosie's Hotel remain highly intact to its original design.

### **Hotels in Melbourne**

Available evidence suggests that only two new hotels were constructed in the 1950s in the Melbourne CBD in preparation for the 1956 Olympic Games— Hosie's Hotel and the Graham Hotel, which replaced the Town Hall Hotel. Both were designed in a Post-War Modernist style for owner Carlton and United Breweries Ltd.

Designed by Best Overend and built in 1954-55, the Graham Hotel was a small hotel constructed in Swanston Street. It replaced the Town Hall Hotel which had been damaged in an explosion in 1950. As recorded in the *Herald* (17 September 1954, p13), the Graham Hotel was built with an unusual front façade of stainless steel and glazed terracotta, as indicated by early images of the building.

The Graham Hotel remains in Swanston Street and the original wrought iron sign, high on the north façade, remains clearly visible above the low-scale southern section of the adjacent Wales Corner building at the corner of Swanston and Collins streets. However, the main façade of the Graham Hotel has been substantially altered with a cement render applied to the entire surface and no remnants of the distinctive original finishes are visible.





Figure 13. The Graham Hotel, *Herald* (17 Sep 1954:13)



Figure 14. The Graham Hotel, 1955 (SLV, Mark Strizic, photographer)



Figure 15. The Graham Hotel (GJM Heritage, February 2020)

The Former Hosie's Hotel retains a high degree of architectural integrity to the Post-War Modernist style in fabric, form and detail. In comparison, changes made to the Graham Hotel – in particular changes to the fabric – have reduced the place's architectural integrity.

### Other Post-War Modernist buildings in the Hoddle Grid

There are a number of buildings in the Hoddle Grid within the City of Melbourne which were constructed in the same period and display similar characteristics to the Former Hosie's Hotel. These are detailed below.



### State-significant places

A comparative example in the City of Melbourne which is located immediately adjacent to the Hoddle Grid is ICI House, 1-4 Nicholson Street (Bates Smart & McCutcheon 1958). This place is included in the Victorian Heritage Register (VHR H0786).

### Locally-significant places

#### *Precinct Heritage Overlay*

As only a piece-meal evaluation of postwar buildings within the Hoddle Grid in the City of Melbourne has previously occurred, few buildings from the early postwar period are currently included in the Heritage Overlay of the Melbourne Planning Scheme. Those from the 1950s that are included in the Heritage Overlay are currently included as part of Heritage Precincts, but are recommended for inclusion in the Heritage Overlay as Individual Heritage Places. These places are:



Former Gilbert Court, 100-104 Collins Street (John A La Gerche, 1954-55) included in HO504 Collins East Precinct as a Significant place.



Former Allans Building, 276-278 Collins Street (Godfrey & Spowers, Hughes, Mewton & Lobb, 1956-57) included in HO502 The Block Precinct as a Significant place.



Coates Building, 18-22 Collins Street (John A La Gerche, 1958-59) included in HO504 Collins East Precinct as a Significant place.



Former Bank of Adelaide Building, 265-269 Collins Street (Godfrey & Spowers, Hughes, Mewton & Lobb, 1959-60) included in HO502 The Block Precinct as a Contributory place.

### *Other Examples*

Despite the demolition of many 1950s multi-storey commercial buildings in the City of Melbourne, a number of fine and highly representative examples of this building type that are not currently included in the Heritage Overlay on a permanent basis have been retained with sufficient integrity to demonstrate this class of place. These buildings clearly illustrate the initial period of curtain wall construction in Melbourne and demonstrate similar characteristics to the subject building. The following examples are recommended for inclusion in the Heritage Overlay as Individual Heritage Places as part of the Hoddle Grid Heritage Review:



Lauren's House, 414-416 Lonsdale Street (Harold Bloom, 1956) (Interim HO1254).



Former Atlas Assurance Building, 404-406 Collins Street (H Garnet Alsop & Partners, 1958-61) (Interim HO1008).



Former London Assurance House, 468-470 Bourke Street (B Evans & Partners, 1960) (Interim HO1006).



Former Batman Automatic Telephone Exchange, 376 Flinders Lane (Commonwealth Department of Works, 1957).





Former Ajax House, 103-105 Queen Street (HD Berry, 1956).



HC Sleigh Building, 166-172 Queen Street (Bates Smart & McCutcheon, 1953-55).



Coles & Garrard Building, 376-378 Bourke Street (Meldrum & Noad, 1957).



Canton Insurance Building, 43-51 Queen Street (Bates Smart & McCutcheon, 1957).



Former AMP Building, 402-408 Lonsdale Street (Bates Smart & McCutcheon, 1956-58).

### **Analysis**

As a fine and highly intact representative example of its type, the Former Hosie's Hotel at 1-5 Elizabeth Street clearly demonstrates an important phase in the architectural development of multi-storey commercial buildings in the City of Melbourne. Similar to the small number of 1950s buildings presently included in the Heritage Overlay of the Melbourne Planning Scheme – and a small number of other examples identified throughout the Hoddle Grid and listed above – the Former Hosie's Hotel clearly demonstrates this class of place.

## ASSESSMENT AGAINST CRITERIA

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

**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 43.01-4)	No
INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A



## REFERENCES

Contextual History references contained within *City of Melbourne Hoddle Grid Heritage Review: Postwar Thematic Environmental History 1945-1975*

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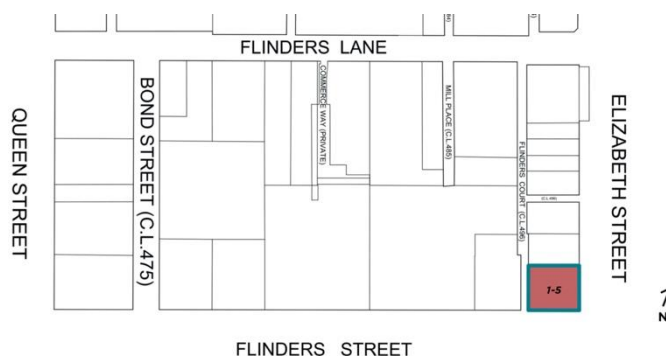
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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Hosie's Hotel



**PS ref no:** HOXXXX



### What is significant?

The Former Hosie's Hotel, 1-5 Elizabeth Street, a multi-storey hotel building constructed in 1954-56.

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

- The building's original external form, materials and detailing
- The building's high level of integrity to its original design.

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

### How it is significant?

The Former Hosie's Hotel at 1-5 Elizabeth Street is of historical and representative significance to the City of Melbourne.

### Why it is significant?

Constructed in 1954-56 to a design by Mussen Mackay & Potter, the Former Hosie's Hotel has a clear association with the postwar building boom which transformed central Melbourne into a modern high-rise city. Built in preparation for the Olympic Games in Melbourne in 1956, the Former Hosie's Hotel appears to be one of only two new hotels constructed in central Melbourne in the 1950s (Criterion A).

The Former Hosie's Hotel is a fine and highly intact representative example of a Post-War Modernist commercial hotel building. The building strongly reflects the style which was emerging in the mid-1950s and was popular in the late 1950s, particularly in central Melbourne. Constructed to the prevailing 40m (132 foot) height limit of the time, the Former Hosie's Hotel clearly demonstrates typical characteristics of a 1950s structure with a grid-like south-facing curtain wall façade and contrasting east-facing solid

masses, as well as the use of materials such as aluminium window frames, sashes and spandrel facings and ceramic tile cladding. These demonstrate important aspects of the Post-War Modernist style (Criterion D).

**Primary source**

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