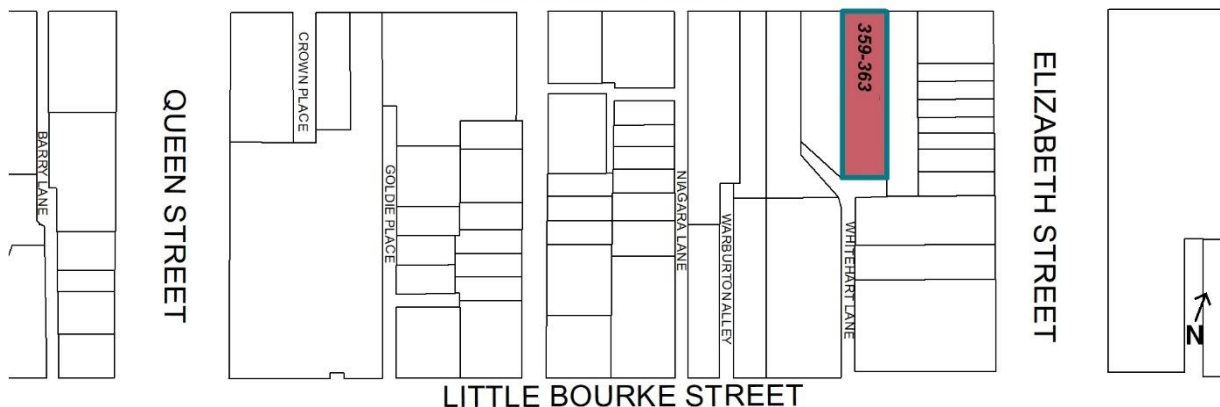


SITE NAME	Shops and offices
STREET ADDRESS	359-363 Lonsdale Street Melbourne
PROPERTY ID	105700



LONSDALE STREET



SURVEY DATE: March 2019

SURVEY BY: Context

HERITAGE INVENTORY H7822-1275

EXISTING HERITAGE OVERLAY No

PLACE TYPE Individual Heritage Place

PROPOSED CATEGORY Significant

FORMER GRADE C

DESIGNER / ARCHITECT / ARTIST: Robert Risby Cowl

BUILDER: Not known

DEVELOPMENT PERIOD: Victorian Period (1851-1901)

DATE OF CREATION / MAJOR CONSTRUCTION: 1872

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

LAND USE

HISTORIC LAND USE	
Archaeological block no: 20	Inventory no: 275
Character of Occupation: Commercial	
Land sale details not provided.	
1839 Williamson	Building shown on Lot 11 (set back from Lonsdale Street), either this site or no. 355-357 Lonsdale Street.
1866 Cox	Building and some vacant land
1880 Panorama	
1888 Mahlstedt	Two-storey building, one-storey at the rear
1905/6 Mahlstedt	Two-storey building, one-storey at the rear
THEMATIC MAPPING AND LAND USE	
1890s	Factories and workshops, Offices
1920s	Factories and workshops, Offices
1960s	Factories and workshops, Offices, 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

The pair of two-storey mid-Victorian-era shops and offices at 359-363 Lonsdale Street were built in 1872 to a design by Robert Risby Cowl. The buildings were constructed for Pausacker, Evans & Co, one of Melbourne's leading portmanteau manufacturers. Pausacker & Evans occupied the site for 22 years, from c1869 to 1891. The building was subsequently occupied by various manufacturing and retail businesses.

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 colony'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.

Department stores offered customers a wide range of goods, organised into 'departments', under the one roof. In Melbourne, department store Buckley & Nunn, which opened in 1854, established Bourke Street as the preferred retail strip.

Because of the area's distance from the Yarra River, the less desirable fringe development of mixed factories and artisans' residences developed in the north of the city grid, along Lonsdale Street and La Trobe Street (MPS:6). The area became a centre for furniture and clothing manufacture and engineering works, particularly from the 1860s after the 1850s gold rushes. The gold rushes accelerated Melbourne's growth and by 1861 the city's population was 125,000, more than twice that of San Francisco (Frost 2008). Manufacturers and retailers subsequently erected substantial buildings to meet the demands of a booming population.

With the economic boom of the 1880s, the 1880s-1890s was a decade of significant expansion in Melbourne. Investment funds poured in from Britain, imposing architect-designed buildings were constructed, and speculation reached fever pitch in land and buildings (Marsden 2000:28). As Graeme Davison states, commercial Melbourne extravagantly asserted 'her wealth in stucco and stone' (cited in Marsden 2000:28). The growth facilitated the construction of retail outlets, offices and factories.

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 storeyed commercial and retail buildings began to proliferate from the late 1880s (Lovell Chen 2017:220).

SITE HISTORY

359-363 Lonsdale Street, which forms part of the Crown Allotment 11, Block 20, was purchased by J Shaw ('Plan of Melbourne' 1838). The area around the subject site was occupied by buildings from 1839, with a building recorded in the vicinity in maps from that year (Fels, Lavelle & Mider 1993, Inventory no 275). By 1866, the subject site had been built on (Fels, Lavelle & Midler 1993, Inventory no 275).

Pausacker, Evans & Co, operated from the subject site from at least 1869 (see Figure 1).



Figure 1. An advertisement for Pausacker & Evans in 1869, noting their location at 10 Lonsdale Street (the subject site) and their first prize medal at the Intercolonial Exhibition of 1866-67. (Source: *Record* 16 December 1869: 8)

In September 1872, architect Robert Risby Cowl invited tenders for owner S (Szymanski) Leon Esq for the erection of stores in Lonsdale Street for the occupation by Pausacker, Evans & Co (*Argus* 30 September 1872:3; *Argus* 5 September 1872:7, as cited in AAI, record no 45392). In October 1872, tenders were called by Pausacker, Evans & Co for the removal of old buildings at 10 Lonsdale Street west (*Argus* 22 October 1872:3). Construction of the subject building and a factory at the rear presumably commenced soon after, as tenders were advertised for plasterwork at the site in January 1873 (*Argus* 22 January 1873:3).

In 1888 and 1905 a two-storey building with a single-storey at the rear was recorded on the site (Fels, Lavelle & Mider 1993, Inventory no 275) which presumably are the two-storey brick shops facing Lonsdale Street and a single storey factory at the rear (now demolished). The subject site was addressed as 8-10 Lonsdale Street west, then 372 Lonsdale Street west up until 1891, then 359 Lonsdale Street from 1892 (S&Mc 1885, 1890; *Age* 28 May 1891:2; 23 January 1892:2).

Pausacker, Evans & Co established their portmanteau manufacturing business c1864, and were located at 32 Lonsdale Street west by 1866. The business moved into 10 Lonsdale Street west (the subject site) by 1869, erecting the current two-storey building in 1972 (*Herald*, 19 Feb 1867: 3, *Argus* 5 June 1866:1). Prior to Pausacker, Evans & Co commencing business in Melbourne, Victorians had to rely on shipments from London to supply leather goods such as portmanteaus. By 1867 though, the company was noted as having 'most of the trade in their own hands' (*Herald*, 19 Feb 1867:3). Pausacker, Evans & Co won a First Prize Medal at the Intercolonial Exhibition in Melbourne in 1866-1867. The goods exhibited by the company were then selected to represent the colony of Victoria in Paris at the Universal Exhibition of 1867 (*Herald*, 19 Feb 1867:3). Reporting on entrants to the

tanning, curing and manufacturing sector of the 1880 Melbourne Exhibition, the *Mercury and Weekly Courier* wrote:

Messrs Pausacker, Evans & Co., of Lonsdale-street West, make a fine display of leather work in bags, portmanteaus, travelling trunks, &c. Many of these are of sole leather with registered edges. There is every variety, such as Gladstone bags of ox hide, expanding ladies' trunks, wardrobe trunks, portmanteaus, valises, plain and japanned leather... The work shown, we understand, is similar to their general stock and order goods, and evidences considerable skill and patience in execution. We should judge the goods equal to the imported in every respect. The firm ought certainly to command a considerable amount of the Victorian and intercolonial trade (*Mercury and Weekly Courier* 13 November 1880:3).

In 1891, Pausacker, Evans & Co closed their business and sold their stock, machinery and plant at a clearing sale on 28 May 1891 (*Age* 28 May 1891:2). It is not known if the business continued after vacating the subject building in 1891.

By 1892 the subject building was occupied by an importer named P P Schaefer , and was leased to numerous importers, merchants and shopfitters until 1910, all of which remained for short periods of time (*S&Mc* 1892, 1897, 1902, 1905, 1910).

Rope makers Geo Kinnear and Sons Pty Ltd maintained city offices and a warehouse at the subject site for 12 years, from 1913 until 1925 (see Figure 2) (*S&M* 1913, 1925).



Figure 2. An advertisement noting the address of Geo Kinnear and Sons city offices and warehouse as 359 Lonsdale Street. (Source: *The Advance Australia* 1917:432)

Geo Kinnear & Sons Pty Ltd was one of Victoria's three major rope works and the largest and longest continually operating in Melbourne. Geo Kinnear & Sons Pty Ltd was founded by George Kinnear in Moonee Ponds in 1874. The company specialised in lashings, clotheslines and haybands made by imported advanced machinery from overseas (Lack 1983).

After Geo Kinnear & Sons' tenancy ended, in 1928 the building was occupied by a hairdresser, James Graham, and a tyre repairer (*S&Mc* 1928). James Graham remained at the site until 1955

(S&Mc 1955). By 1945, Frank Mussett, motorcycle repairer and restorer, operated from the rear factory at 359 Lonsdale Street (*Argus* 18 July 1946:18).

The subject building was sold in 1952 for £17,000, when it was described as being two brick shops fronting Lonsdale Street with a factory behind. An auction advertisement in 1952 for the property noted that number 359 was let to Nutting & Young Pty Ltd, sports goods manufacturers (who occupied the site – likely the factory at the rear - from 1950 to 1955), and number 363 to Blasebalk & Hart, electrical suppliers (who occupied the building until 1960) (*Argus* 29 November 1952:23; *Age* 12 December 1952:3; S&Mc 1955, 1960).

By 1970 359 Lonsdale Street was occupied by the Catholic Schools Provident Fund (S&Mc 1970).

The subject building has been altered on numerous occasions, with most changes pertaining to the shop front (MBAI). The shop front was altered in 1931, and the building was again significantly altered in 1955, however the precise extent of these alterations is not known (MBAI 13346, 29404). The shopfront was altered again in 1964 (MBAI 37195). A large sale of building materials from the rear of the site took place in November 1964, where 20,000 bricks, doors, windows, lintels and flooring were offered for sale, indicating this may have been the date when the rear factory was demolished (*Age* 25 November 1964:41). The subject building c1972 can be seen in Figure 3. The shop was again altered in 1988. The building was put up for auction in 1989, at which time the vacant section of the site at the rear was noted (see Figure 4) (MBAI 64391).

Antiquities dealer, P J Downie Pty Ltd, founded in Melbourne in 1932, operated a shop and gallery from the building in 1989 (*Age* 18 July 1989:21). Hunts solicitors had offices at 359 Lonsdale Street in 1994, and City Cycles occupied the subject building in 1996 (*Age* 17 February 1996:135; 29 September 1994:12).

A bar was recently constructed on the section of the site that the factory once occupied, with access from Lonsdale Street and Whitehart Lane. The property contains one business, one shop and two food and drink outlets (CoMMaps).



Figure 3. The site as it appeared c1972. (Source: Halla c1972, SLV copyright)

Figure 4. An advertisement for the subject building in 1989. (Source: *Age* 22 February 1989:22)

SITE DESCRIPTION

359-363 Lonsdale Street comprises a pair of two-storey mid Victorian shops and offices constructed in 1872 during Melbourne's pre-boom period. It was originally used for the manufacture of luggage. It is located on the southern side of Lonsdale Street between Elizabeth Street and William Street. The land at 359-363 Lonsdale Street includes a rear yard with access from Whitehart Lane, off Little Bourke Street, and a private alleyway, off Lonsdale Street, that runs along the eastern elevation of the subject building.

The principal façade to Lonsdale Street is of painted render over loadbearing brickwork. At the first-floor level the façade is symmetrical with a narrow pilaster at each end topped with console brackets supporting a substantial dentilled cornice. A centrally placed pediment, with small arched top, sits on a large triangular boss edged with a minor cornice. The first-floor level comprises four vertically proportioned window openings with (probably original) timber framed double hung windows with a semi-circular arched top and projecting sill. A decorative mould runs around the semi-circular head of each window, and connects with a minor cornice that connects the spring points of the windows. Between each window is a large decorative floriated roundel.

While utilitarian in its nature, the use of classically derived architectural features of the façade is representative of a restrained version of the Victorian Free Classical style. Typical elements of the style include a decorative substantial pediment and cornice, arched window openings and pilasters with simplified capitals.

At the ground floor level, the building is divided into two equal modules between three original pilasters with a capital and moulded square pyramided boss at the first-floor level. The original shop fronts have been replaced with aluminium frames. A door at the eastern end provides access to the first floor.

To the rear of the building, a bar has been recently constructed on the section of the site that the factory once occupied, with access from Lonsdale Street and Whitehart Lane.

INTEGRITY

359-363 Lonsdale Street is largely intact with some changes visible to the original or early fabric of the building. The building retains its original built form and scale; fenestration; pattern of openings and painted render, principal façade with pilasters, cornices, pediment and other decorative elements such as the roundels. Alterations include the replacement of the original shop fronts. Overall, the building is of high integrity.

COMPARATIVE ANALYSIS

The construction of shops and small warehouses and industrial buildings was an important phase of development in central Melbourne, especially during the late nineteenth and early twentieth century. The buildings were usually low scale and located in minor streets and laneways with side or rear lane access to facilitate the movement of material in and out of the building, although in this case the main frontage is to Lonsdale Street.

359-363 Lonsdale Street is a largely intact example of a pair of modest two storey shops constructed in the pre-boom period in 1872 in a restrained version of the Victorian Free Classical style.

The following examples are comparable with 359-363 Lonsdale Street, being of a similar style, scale, construction date and use. The below images and descriptions are provided by CoMMaps unless stated otherwise, with images dated c2000 or later.

Clarke's Shop & Dwellings, 203-205 Queen Street, 1869 (HO1070)

A double-storey rendered brick retail building with a basement, two ground level shops and an upper level office. Designed in the Italian Renaissance style by George Browne of the firm Browne & Howitz and built for the grazier William John Turner Clarke by Charles Brown in 1869.



Figure 5. Clarke's Shops & Dwellings, 203-205 Queen Street, built in 1869-70. (Source: Butler 2011)

470-472 Little Lonsdale Street, 1872 (Interim HO1281 – Recommended as significant in the Hoddle Grid Heritage Review)

A pair of early shops (built 1872) with simple detailing, typical of the mid-Victorian period, which is mostly intact on the upper façade of this pair of shops.



Figure 6. 470-472 Little Lonsdale Street, built in 1872. (Source: Context 2017)

171 Bourke Street, 1867 (Interim HO1237 – Recommended as significant in the Hoddle Grid Heritage Review)

An early two-storey shop/dwelling dating from 1867. Simple detailing to the upper façade is typical of mid-Victorian era. Distinctive brass framed highlight leadlight windows (c.1910) are intact to the street façade. The building operated as a pharmacy for more than 100 years. Motifs in the leadlight reflect this use.



Figure 7. 171 Bourke Street, built in 1867.

189-195 Exhibition Street, 1882 (HO630, HO507 Little Bourke Precinct)

A row of two-storey brick shops with residences above and a basement. Built in 1882 in the Renaissance Revival style.



Figure 8. 189-195 Exhibition Street, built in 1882. (Source: Butler 2011)

201-207 Bourke Street, 1874 (Interim HO1239 – Recommended as significant in the Hoddle Grid Heritage Review)

A row of four three-storey shops with residences above. Built by investors F B Clapp and W G Sprigg in 1874.



Figure 9. 146-150 Bourke Street built in 1874. (Source: City of Melbourne 2018)

Bourke Street East Post Office, 35-37 Bourke Street, 1872 (HO527, HO500 Bourke Hill Precinct)

Two storey rendered brick shop. Designed in the Renaissance Revival style and built 1872 for J M Langley, a glass and china importer. From 1892 and 1969 it was used as a post office.



Figure 10. 35-37 Bourke Street, built in 1872.

212 Little Bourke Street, 1883 (HO695, HO507 Little Bourke Street Precinct)

Two storey brick building on of a row of three, Built 1883.



Figure 11. 212 Little Bourke Street built in 1883.

Wilson's shop & residence, 299 Elizabeth Street (HO1917)

A three-storey rendered brick shop and former residence. Designed in the Italian Renaissance Revival style by JW Roberts & Company and built for Charles Wilson in 1885.



Figure 12. 299 Elizabeth Street, built in 1885.

Constructed in 1872 in the pre-boom period, the two-storey pair of shops at 359-363 Lonsdale Street is a largely intact example of a modest mid-nineteenth century shop and office building that compares well to the above examples. It demonstrates restrained but finely detailed elements of the Victorian Free Classical style, reflecting the Victorian taste for ornamentation derived from classical architecture. The building retains its original decorative elements including pilasters, cornices, pediment and other elements such as roundels.

It is comparable with a number of other HO listed examples of the type, including the Bourke Street East Post Office at 35-37 Bourke Street (HO527, HO500 Bourke Hill Precinct), 189-195 Exhibition Street (HO630, HO507 Little Bourke Precinct) and 171 Bourke Street (HO1237) being of a similar scale and degree of intactness. These buildings, while utilitarian in their purpose, all exhibit a restrained Victorian Free Classical style reflecting Victorian taste for ornamentation derived from classical architecture that was common even for small scale buildings of the period.

It also shares with the above examples of modest mid-Victorian period shops a primary street frontage, which is becoming increasingly rare within the Hoddle Grid, where they have been largely replaced by large scale commercial development.

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**

E

**Central City Heritage
Study 1993**

C

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

Ungraded

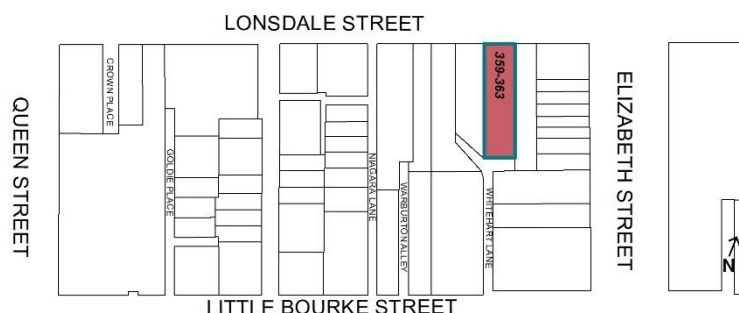
**Central City Heritage
Review 2011**

Ungraded

STATEMENT OF SIGNIFICANCE

Heritage Place: Shops and offices

PS ref no: HOXXXX



What is significant?

359-363 Lonsdale Street, Melbourne, two-storey shops and offices built in 1872.

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

- The original building form and scale;
- The original painted render walls and pattern of fenestration including pilasters, cornice, cornices and pediment, decorative elements including roundels and pattern of window openings; and
- The original timber frame windows.

Later alterations made to the street level facades, including the insertion of new shopfronts, are not significant.

How it is significant?

359-363 Lonsdale Street, Melbourne, is of local historic and representative significance to the City of Melbourne.

Why it is significant?

The pair of two-storey mid Victorian brick shops with offices above built in 1872 at 359-363 Lonsdale Street, Melbourne is historically significant for its association with a key phase in Melbourne's manufacturing and retail history. From the 1860s, investors constructed premises in the city to house the growing retail and manufacturing industry established to meet the demands of an increasing population brought to the city and the colony of Victoria by gold rushes from the 1850s. (Criterion A)

The building is historically significant for its association with Pausacker, Evans & Co, one of Melbourne's leading portmanteau manufacturers, that established their business in c1864 and occupied the subject site for 22 years, from c1869; 19 of those years in the subject buildings. Another prominent tenant included rope manufacturer Geo Kinnear & Sons Pty Ltd, which occupied the subject site for 12 years from 1913 to 1925. (Criterion A)

359-363 Lonsdale Street is significant as a largely intact example of a pair of mid Victorian two-storey shops and offices constructed in 1872 during Melbourne's pre-boom period, as a component of the

industrial expansion in central Melbourne before the economic depression of the 1890s slowed manufacturing development. Like other examples of their type, the building utilises loadbearing face brick external walls with painted render to the principal façade, and exhibits elements of the Victorian Free Classical style reflecting the Victorian taste for ornamentation derived from classical architecture that was common even for small scale buildings of the period. The building is of high integrity, retaining its original form and scale and much of its original architectural expression including pilasters, cornices, pediment and roundels. (Criterion D)

Primary source

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