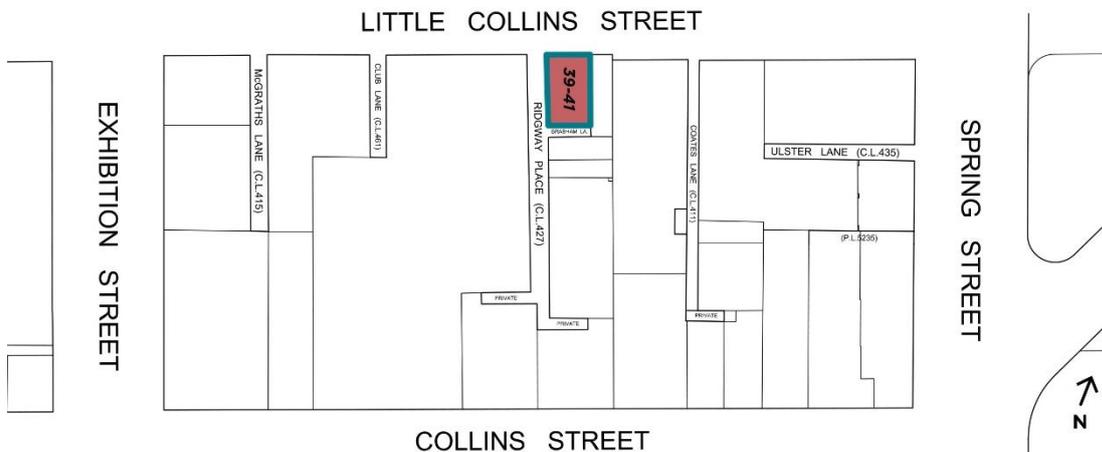


| | |
|-----------------------|---------------------------------------|
| SITE NAME | Former Wenley Motor Garage |
| STREET ADDRESS | 39-41 Little Collins Street Melbourne |
| PROPERTY ID | 105912 |



| | | | |
|---------------------------------------|-------------------------------|---|-------------|
| SURVEY DATE: May 2017 | | SURVEY BY: Context Pty Ltd | |
| HERITAGE INVENTORY | H7822-1774 | EXISTING HERITAGE OVERLAY | No |
| PLACE TYPE | Individual Heritage Place | PROPOSED CATEGORY | Significant |
| DESIGNER / ARCHITECT / ARTIST: | Not known | FORMER GRADE | C |
| | | BUILDER: | Not known |
| DEVELOPMENT PERIOD: | Interwar Period (c1919-c1940) | DATE OF CREATION / MAJOR CONSTRUCTION: | 1919 |

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, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here |
| HISTORIC THEMES | DOMINANT SUB-THEMES |
| 5 Building a commercial city | 5.5 Building a manufacturing capacity |
| | OTHER SUB-THEMES |
| 6 Creating a functioning city | 6.7 Transport |

LAND USE

| HISTORIC LAND USE | |
|--|---------------------------|
| Archaeological block no: 48 | Inventory no: 774 |
| Character of Occupation: Commercial, Residential | |
| Fifth land sale 1839, Allotment 5, Lanes & Subdivisions developed by 1839. | |
| 1850 Proeschel | Building. |
| 1855 Kearney | |
| 1866 Cox | Building. |
| 1877 Dove | |
| 1880 Panorama | |
| 1888 Mahlstedt | Two two-storey buildings. |
| 1905/6 Mahlstedt | Two-storey building. |
| THEMATIC MAPPING AND LANDUSE | |
| 1890s | Not able to be determined |
| 1920s | Car park |
| 1960s | Not able to be determined |

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

This simple three-storey face brick building, built in 1919, is simple in form and in detailing, reflecting its origins as a warehouse building with garage on the ground floor.

HISTORICAL CONTEXT

Building a commercial city

Building a manufacturing capacity

The land that factories were built on tended to be low-lying and undesirable for residential use; factories were mostly concentrated in West Melbourne, North Melbourne and Kensington. The higher ground of East Melbourne, by contrast, was almost free of industry. Another important industrial area was on the south bank of the Yarra, where metal workshops and ship repair yards were located (Context 2012:44).

As Melbourne developed through the nineteenth century, so did its manufacturing industry. Flinders Lane became an important area for clothing manufacturers, while Chinese cabinet makers were concentrated at the east end of town. Food-processing plants were established in north and west Melbourne. Factories tended to be small and specialised. Large factories, built in the later nineteenth century and early twentieth century tended to be built outside the City of Melbourne, where land was more easily obtainable (Context 2012:44).

The textile industry formed an important sector of Melbourne central's economy, an industry 'pioneered by Jewish immigrant families such as Slutzkin, Blashki, Merkel, Haskin, Mollard and Trevaskis' (May 2008).

Creating a functioning city

Transport

The first Motor Regulation Act came into force in 1910, and by June 1911 there were 2722 motor cars and 2122 motorcycles registered in Victoria, mostly concentrated in Melbourne. With increasing car ownership, the first motor garages selling petrol and repairing vehicles were established throughout the city (Churchward 2008).

SITE HISTORY

The site at 39-41 Little Collins Street was part of the fifth Crown land sales in 1839 (Crown allotment 5 of section 9). Lanes and subdivisions were developed by 1839 and by 1850, there was a building on the site. By 1888, two two-storey buildings had been erected, and by 1905, one of them remained on the site (Fels, Lavelle & Mider 1993).

The three-storey warehouse at 39-41 Little Collins Street (Figure 1) was built in 1919, replacing a two-storey building at 41 Little Collins Street and a single-storey building at 39 Little Collins Street (Mahlstedt 1910).



Figure 1. A section of an aerial photo taken in 1950 showing the warehouse at 39-41 Little Collins Street, Aerial view of Melbourne looking south east, Victoria, 1950, by C D Pratt. (Source: SLV)

It is unknown who commissioned or erected the three-storey warehouse at 39-41 Little Collins Street, but by October 1919 the Adelaide Tailoring Company's new workrooms were housed in the building and the Company was advertising for machinists (*Age* 1 October 1919:14). Most of these positions are likely to have been taken up by women. The building first appeared in the *Sands and McDougall Directory* in 1920, with the ground floor noted as vacant and the upper storeys tenanted by the Adelaide Tailoring Co, and the Alpha Manufacturing Co, blouse and underclothing manufacturers.

The Adelaide Tailoring Company was established in Adelaide in 1897 by J L Glick and extended its operations into Western Australia ten years later. The Company commenced operations in Melbourne in 1915 in Elizabeth House, at the corner of Little Collins and Elizabeth streets (Figure 2) and stayed at that address until 1943. It was noted by Glick in 1917 that the 'company makes a speciality of following the best English fashions, providing its customers with sensible, scientifically cut, properly-finished suits on English models, in preference to the exaggerated nonsense of the American caricatures' (*Tribune* 17 May 1917:8). In Victoria by 1941, the company had opened branches at Ballarat, Geelong, Shepparton and Mildura. The Company advertised that it had a reputation for providing reasonably priced tailored suits, 'offering discounts and specials even during the depression or wartimes' (*Sunday Times WA* 9 September 1934:8). In 1943, the Adelaide Tailoring Company moved its headquarters to 370 Collins Street (*Argus* 17 February 1943:5). The Adelaide Tailoring Company retained its workrooms on the first floor of 39-41 Little Collins Street until the end of the 1920s (S&Mc 1920-1931).

The Alpha Manufacturing Company relocated to the second floor of 39-41 Collins Street from St John's Lane off Bourke Street in c.1919 (*Age* 18 May 1917:11). In 1923, the second floor was occupied by new lessees, the Chapman Manufacturing Co. It is possible that the Chapman Manufacturing Co was part of the former firm of Andrews and Chapman, blouse and underclothing manufacturers, whose workrooms in Flinders Lane were severely damaged by fire in January 1923 (S&Mc 1924; *Argus* 29 January 1923:7; S&Mc 1923-24). The Chapman Manufacturing Co stayed at 39-41 Little Collins Street until the 1930s.

The ground floor of 39-41 Little Collins Street was occupied by Wenley Motor Garage by 1920 and was used through to the early 1940s by businesses established to service the growing motorcar industry (Figure 3). Early tenants included motor engineer G A Drury (later Drury and Co) in the early to mid-1930s; and the Parish Motor Service from the late 1930s to early 1940s (S&Mc 1920-1942).

The Parish Motor Service had its hire service office across the street at 42 Little Collins Street (now replaced with an eight-storey carpark), leasing the ground floor of 39-41 Little Collins Street for garage use only (S&Mc 1938-1942).

Throughout the mid-twentieth century, 39-41 Little Collins Street was occupied by various businesses including the Gloria Glove Company (*Age* 22 November 1949:8), Oxford Press Pty Ltd, printers (*Weekly Times* 14 February 1951:48; S&Mc 1938-1942), Yellow Cabs Australia car rental company (*Advocate* 13 November 1952:4), and Sportswear Distributors Pty Ltd (*Age* 28 January 1967:57).

The warehouse was converted to offices and retail in 1966, and the ground floor was refurbished and converted to a restaurant in 2001. The property currently houses three businesses and one food and drink outlet (CoMMaps).



Figure 2. Signage for the Adelaide Tailoring Company is visible on the ground and first floors, at Elizabeth House (now demolished). (Source: University of Melbourne)



Figure 3. A view of 39-41 Little Collins Street with a sign 'Car Rentale' in Aerial views of Melbourne, looking south west and west. (Source: Commercial Photographic Company pre-1965, SLV)

SITE DESCRIPTION

This three-storey brick warehouse is located on the corner of Little Collins Street and Ridgway Place and is constructed to the property boundary on both street frontages. Facades to each street are simple. The lack of decorative detail is indicative of the utilitarian nature of the building.

Identical, segmented arched windows are evenly spaced at each level around both façades, (with a row of half width windows on the eastern edge of the front façade). A wide entry is located to one side at ground level with a garage at street level. All window and door openings have three courses of end brick work above and a bricked sill as the base of the window.

A simple brick parapet has been built to match the line of the gabled roof form. It has a simple rendered cornice to both the top and bottom edges. Four paned timber window panes are evident on windows to the ground and middle levels. The upper floor has unframed, plate glass.

INTEGRITY

The building is largely intact. Alterations include overpainting of brick work and alterations to windows.

COMPARATIVE ANALYSIS

Brick warehouses constructed during the late Edwardian and early interwar period generally exhibit simple utilitarian characteristics. Demonstrating straightforward form and massing, the warehouses form a group in the central city that exemplify a mature late Edwardian warehouse design constructed in the period immediately before reinforced concrete would replace red bricks as the preferred material for warehouse construction (Lovell Chen 2017:159). The below images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

Examples of brick warehouses include:

337-339 La Trobe Street, 1923-24 (HO1208)

A three-storey face brick warehouse building with classically derived detailing including brick pilasters and a dentil cornice.



Figure 4. 337-339 La Trobe Street constructed 1923-24.

25-31 Sutherland Street, c 1900 (Contributory in HO1205 Guildford & Hardware Laneways Precinct)

A two/three-storey warehouse renovated and converted for office use in 1990.



Figure 5. 25-31 Sutherland Street constructed c 1900.

17 Somerset Place, c1907-08 (Significant in HO1204 Elizabeth Street West Precinct)

The c1907-08 three-storey warehouse is notable for its high level of intactness and integrity.



Figure 6. 17 Somerset Place constructed c1907-08.

32-34 Guildford Lane, 1908 & 1920 (Significant in HO1205 Guildford and Hardware Laneways Precinct)

A single-storey Edwardian bluestone and brick workshop built in 1908 with additions in 1920. Alterations have occurred to one ground floor opening.



Figure 7. 32-34 Guildford Lane constructed 1908 & 1920.

With its simple form, 39-41 Little Collins Street is representative of the particular group of utilitarian brick warehouses constructed during the late Edwardian period. Like other examples at 32-34 Guildford Lane and 25-31 Sutherland Street 39-41 Little Collins Street relies on its three-dimensional form and the pattern of small window openings for its legibility. It is an unusual survivor of this period of development, located at the Spring Street end of Little Collins Street, where the streetscape character has been considerably diminished by postwar development. Its integrity is comparable to

other examples where either the overpainting of brickwork and/or alterations to wall openings has occurred.

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

REFERENCES

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Argus, as cited.

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Pratt, Charles Daniel 1950, 'Aerial view of Melbourne looking south east, Victoria', State Library of Victoria (SLV) John Etkins collection, accessed 22 June 2017.

Reinforced Concrete and Monier Pipe Construction Co. Pty Ltd (RCMPCC) 1914, 'Elizabeth House, Elizabeth Street, Melbourne', University of Melbourne Archives, accessed 22 June 2017.

Tribune, as cited.

PREVIOUS STUDIES

**Central Activities District
Conservation Study 1985** D

**Central City Heritage
Study 1993** C

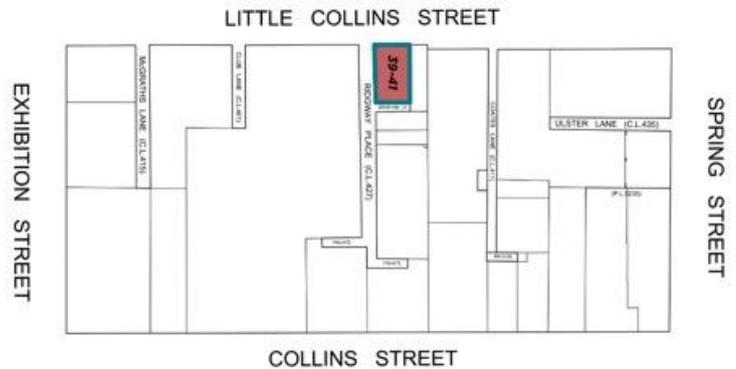
**Review of Heritage
overlay listings in the
CBD 2002** Ungraded

**Central City Heritage
Review 2011** Ungraded

STATEMENT OF SIGNIFICANCE

Heritage Place: Former Wenley Motor Garage

PS ref no: Interim HO1277



What is significant?

Former Wenley Motor Garage at 39-41 Little Collins Street, Melbourne, built in 1919.

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

- The building's original external form;
- The building's relatively high level of integrity to its original design;
- The brick parapet and rendered cornice;
- The pattern and size of fenestration, segmented arched windows; and
- The brickwork and brick sills.

Later alterations are not significant.

How it is significant?

The former Wenley Motor Garage at 39-41 Little Collins Street, Melbourne is of local historic and representative significance to the City of Melbourne.

Why it is significant?

The building at 39-41 Little Collins Street is historically significant for its association with the clothing manufacturing industry and with the provision of services for the motor car which increased significantly in the interwar period. Historically 37-41 Little Collins Street demonstrates overlapping uses by auto mechanics and clothing manufacturing. The upper floor workrooms were used by clothing manufacturers Adelaide Tailoring Co, and Alpha Manufacturing Co until the end of the 1920s and Chapman Manufacturing Co until the 1930s. From the 1920s to the 1940s, the ground floor of 39-41 Little Collins

Street was in use by businesses servicing the then new and growing motor car service industry. This use was represented by motor engineer G A Drury (later Drury and Co) throughout the 1920s, and Parish Motor Service from the late 1930s to early 1940s. (Criterion A)

With its simple rectangular built form and small window openings, 39-41 Little Collins Street is representative of utilitarian brick warehouses and other manufacturing buildings constructed during the late Edwardian and the early interwar period. Built in 1919 it is characterised by brick construction with small segmented arched windows with parapet and cornice detail to the upper floor. Although now overpainted and with some alterations to wall openings, it is still legible as a small industrial building constructed in the Edwardian era. (Criterion D)

Primary source

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