

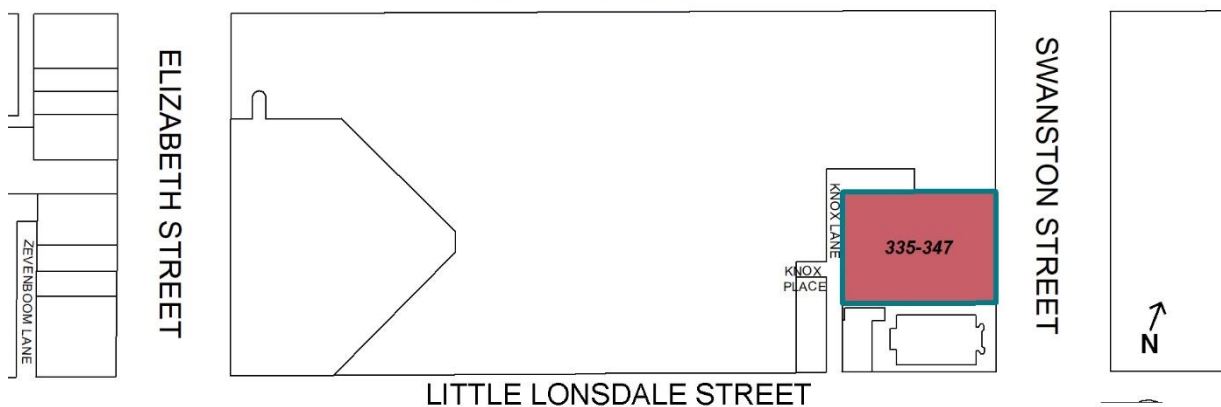
**SITE NAME** Former Manchester Unity Oddfellows Building

**STREET ADDRESS** 335-347 Swanston Street Melbourne

**PROPERTY ID** 109311



LA TROBE STREET



SURVEY DATE: October 2018

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	N/A	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
		<b>FORMER GRADE</b>	Ungraded
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Marcus Barlow	<b>BUILDER:</b>	Morrison Bros Pty Ltd

<b>DEVELOPMENT PERIOD:</b>	Interwar Period (c1919-c1940)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1940-41
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## 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
10 Shaping cultural life	10.3 Belonging to an ethnic or cultural group: Manchester Unity Independent Order of Oddfellows
11 Caring for the sick and the destitute	11.2 Providing welfare services
3 Shaping the urban landscape	3.2 Expressing an architectural style
POST WAR THEMES	DOMINANT SUB-THEMES
3 Government in Melbourne's city centre	
2 Constructing the economy of Melbourne City Centre	2.6 Housing and lodging

## LAND USE

HISTORIC LAND USE	
Archaeological block no: 5	Inventory no: Inventory not provided
THEMATIC MAPPING AND LAND USE	
1890s	Clubs and unions
1920s	Clubs and unions
1960s	Government

## 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 12-storey Manchester Unity Oddfellows Building at 335-347 Swanston Street Melbourne, was constructed in 1940-41 to a design by architect Marcus Barlow in the interwar Functionalist style. The site was long associated with the Manchester Unity Independent Order of Oddfellows (MUIOOF) who first provided welfare to Melburnians at the site from 1863, until 1946. The building was compulsorily acquired by the Commonwealth government for use by the Department of Munitions in 1946. The building was sold and three additional storeys were added in 1996-97 as part of the Melbourne Campus Apartments development.

## HISTORICAL CONTEXT

### Caring for the sick and the destitute

#### *Providing welfare services*

The demands of the growing population of Melbourne included provisions for social welfare. Initially these services were offered by private or church-run charities, or friendly societies. One of the city's first hospitals, the Melbourne Benevolent Asylum, opened in 1848 to cater for the poor. Babies' homes, orphanages and women's refuges were also established in the inner city where people's means of livelihood (especially for single women) were limited (Context 2012:82-83).

The hardships of the 1890s depression highlighted the need for improved welfare provisions. There was soon a high rate of unemployment in Melbourne and, as a result, families suffered, especially children, who were often left in the care of others or placed in institutional care. Working men were forced to queue for work on government projects (Context 2012:82-83).

The Wesley Central Mission was established in 1893 in direct response to this crisis. Other organisations, mostly church welfare groups, did their best to alleviate hardship. Welfare organisations included the Salvation Army, which established new headquarters in Victoria Parade in 1900 (Context 2012:82-83).

In the twentieth century, significant contributions to social welfare in Melbourne were also made by private benefactors. Notable among these were successful businessmen, such as the retailers Alfred Edmonds and Sidney Myer. Myer famously provided Christmas dinner for Melbourne's poor and homeless at the Exhibition Building each year (Context 2012:82-83).

Following the large-scale immigration of Europeans to Melbourne in the post war period, there were new demands for assistance and various communities established their own welfare programs. The German–Australian Welfare Association, for example, was established in the 1950s at the Lutheran Church in East Melbourne. The Italian welfare organisation, Co.As.It. was formed in Carlton in 1967. Aboriginal people living in Melbourne benefited from the welfare programs of the Victorian Aborigines Advancement League, originally based at 48 Russell Street Melbourne and later based outside the study area in Thornbury (Context 2012:82-83).

### Shaping cultural life

#### *Belonging to an ethnic or cultural group: Manchester Unity Independent Order of Oddfellows*

The Manchester Unity Independent Order of Oddfellows (MUIOOF) was a friendly society founded in Manchester, England, in 1810 to provide financial and social assistance to members experiencing hardship (Willis 2008). The MUIOOF was established in Melbourne by Augustus Greeves, a member of Manchester Unity in England who had migrated to Australia. The first meeting of the Australia Felix Lodge of the MUIOOF was held in 1840. Manchester Unity's first Grand Master in Melbourne was Dr Augustus Frederick Adolphus, a doctor of medicine who held a number of prestigious positions, including Mayor (1849-50), and editor of the *Port Phillip Gazette* and the *Melbourne Morning Herald* (Australian Unity 2017-18; Stevenson 2009).

Manchester Unity members had to pay a weekly fee for management expenses of their Lodge and a quarterly fee for doctors and medicine. Basic benefits covered sick pay and funeral expenses, though varying levels of hospital benefits could be paid for through additional contributions. Although based

on Christian values, Manchester Unity prided itself on being non-sectarian and non-political (Stevenson 2009).

In 1870, Manchester Unity was granted approximately 1.25 acres of Crown land to establish a home for aged and disadvantaged members. Bounded by Newry, Station, Freeman and Canning streets in Carlton, the land was to be used to build a facility for 'aged, infirm, decayed, distressed or indigent members'. In 1935, the Order decided to dispose of the property and use the proceeds to build a convalescent home in Woodend, Victoria (Australian Unity 2017-18).

Manchester Unity opened its first Aged Members' Centre in 1962 in Glen Waverley (Australian Unity 2017-18).

In 1985 the Grand United Order of Oddfellows (GUOOF) merged with Manchester Unity and those members who wished to continue the fraternal aspect of their membership were invited to join Manchester Unity (Stevenson 2009).

In 1993 the Australian Natives' Association Friendly Society (ANA) and the Manchester Unity Independent Order of Oddfellows (Manchester Unity) Victoria merged to form the Australian Unity Friendly Society Limited, now Australian Unity (Australian Unity 2017-18). Manchester Unity continues today as a charitable and fraternal wing of Australian Unity (Stevenson 2009).

### **Shaping the urban landscape**

#### *Expressing an architectural style*

Architectural historian Miles Lewis writes that after World War Two (1939-1945), modernism became a permanent part of Australian architecture, with only a small number of buildings built in traditional historic styles. Although few buildings were constructed in the city in the 1940s, almost all those that were built adopted modernism as the preferred aesthetic (Lewis 2012:185).

The modern movement encompassed a range of styles, which, in an Australian context, sometimes combined elements of Art Deco with International modernist styles. Interwar Functionalism was popularised in the period c1915-c1940. Drawing inspiration from European modern architecture of the 1920s and 1930s, this period of architecture in Australia is characterised by asymmetric massing of geometric shapes, contrasting vertical and horizontal motifs, plain surfaces, light-toned cement or face brick, and flat roofs concealed behind parapets. Fenestration typically took the form of horizontal bands to give a 'streamlined' effect, and decoration was minimal often articulated through the use of integrated lettering or parallel lines. Structurally, concrete and reinforced steel were the favoured building materials, which were used to achieve wide spans, continuous windows and cantilevered balconies. Windows were typically metal-framed, and smooth-surfaced facing materials, such as faience or polished granite, were popular. Architects Le Corbusier, Eric Mendelssohn, Willem Dudok, and the Bauhaus group, were principal proponents of this style (Apperly, Irving and Reynolds 1989:187).

By the end of the interwar period, sweeping horizontal lines came into favour, foreshadowing the postwar period, but in a far more ornamented form. Some of the finest examples are the McPherson Building in Collins Street (Reid & Pearson, 1934-37) and Mitchell House in Lonsdale Street (Harry Norris, 1936) (Context 2012).

## Government in Melbourne's City Centre

Public administration related to the colonial and state government provision of services to Australian cities has always been based in capital cities. The earliest buildings established for colonial administration in Melbourne were located at the western end of the city, but through the latter half of the nineteenth century Melbourne's chief public buildings were clustered at Eastern Hill. A group of government buildings, including the Mint and the Land Titles Office, remained at the western end as did the Supreme Court. With Federation in 1901, Melbourne became the de facto Federal capital and filled this role until 1927; during this time Commonwealth government administration occupied areas set aside for the State Government. Government departments in Melbourne increased steadily from the late nineteenth century and continued to be of major significance after World War Two (Context 2019). During World War Two government regulations controlled every aspect of civilian life, from cinema opening hours to transport routes to employment options. From 1901, defence came under Commonwealth jurisdiction and many private homes, public reserves and public buildings, including the Royal Melbourne Hospital, were requisitioned for military needs (Darian-Smith, 2008).

## SITE HISTORY

The subject building, the Melbourne Campus Apartments was constructed as the Manchester Unity Independent Order of Oddfellows' building between 1940 and 1941 to the design of architect Marcus Barlow (CoMMaps). It was addressed as 339 Swanston Street until 1997, when it was renumbered 335-347 Swanston Street to coincide with the development of the Melbourne Campus Apartments (Age 25 June 1997:24).

The subject site at 335-347 Swanston Street, part of Crown Allotment 10, Block 28, was purchased by Matthew Orr in 1847 (CoMMaps).

From 1863 to c1940 the MUOOF occupied half of the subject site (see Figure 1 and Figure 2). The society was a fraternal organisation and one of several friendly societies established in Melbourne during the Victorian period to assist members and their families in meeting the financial and social consequences of illness, unemployment or death. Member subscriptions contributed to a common fund that was used to support a member in need. Such societies were early providers of sick pay, funeral benefits and subsidised medical care (Willis, 2008).

Located adjacent to the former John Knox Free Presbyterian Church (1863), now Church of Christ, the Public Library and Hospital, the Manchester Unity Hall was centrally located. Upon its opening in 1863, the building and its central location was noted:

*The site has a frontage to Swanston Street of 50ft and faces the Melbourne Hospital so that from its position the Hall will be easily accessible from any part of the city. There is nothing particularly remarkable in the architectural appearance of the front elevation, which, by the way, is not intended to be the permanent façade but, notwithstanding, it will be a decided ornament to the street (Herald 11 December 1863:2).*

A two-storey building comprising warehouses and showrooms was erected on the northern half of the site in c1895 (Herald 11 December 1863:2; MMBW Detail Plan no 1018, 1895).





Figure 1. Former Manchester Unity Hall building at subject site outlined in red. (Source: Lyle Fowler c1940, State Library of Victoria copyright)

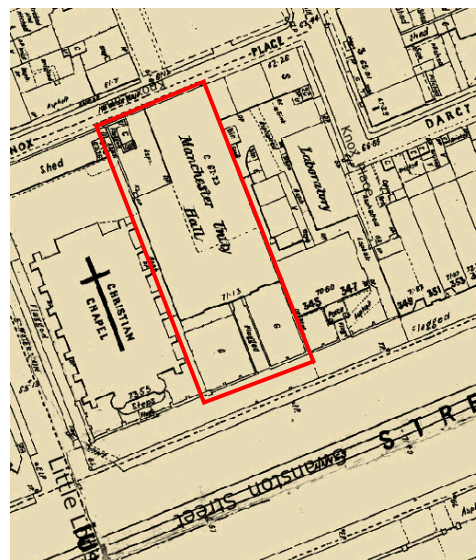


Figure 2. Extract from Melbourne Metropolitan Board of Works Detail Plan showing former Manchester Unity Hall building covering half of the subject site outlined in red (Source: MMBW Detail Plan no 1018, 1895)

In 1928 the society purchased the Stewart Dawson building on the corner of Collins and Swanston Streets with the intention of constructing an office and retail building. In 1931-32, at the height of the economic depression, the 11 storey Manchester Unity Building was constructed – in less than a year – to the design of the society’s architect, Marcus Barlow (Schrader 2008). As a benevolent society, the MUIOOF felt it was important at the time to show confidence that the economy would improve and also wished to provide a source of employment.

In the 1930s, the MUIOOF regularly hosted events, reunions, and meetings in the building then situated at today’s 335-347 Swanston Street for veteran groups such as the Australian Imperial Force and Disabled Soldier’s Association (*Argus* 25 October 1933:4; *Age* 28 August 1930:9). It also served as place of worship for a Christian congregation of 60 in 1937, who, fifteen years later, took over the adjacent John Knox Free Presbyterian Church as the Church of Christ (*Age* 29 December 1937:11).

In 1938 the MUIOOF purchased a block of land adjoining the subject site and the following year made the decision to rebuild the Manchester Unity Hall at a cost of over £100,000 (*Building* 24 October 1939:93; *West Australian*, 21 October 1939:6). The building was intended to mark the centenary of the MUIOOF in Victoria, but the decision was spurred, in part, by the fear that building costs would rise sharply after the outbreak of war (*Building* 24 September 1941:57; *Building* 24 October 1939:93; *West Australian*, 21 October 1939:6).

The 11-storey building was constructed to the 40 metre (132 feet) height limit and was intended to be the ‘most outstanding structure to the north of the city’ (*West Australian*, 21 October 1939:6; *Building* 24 September 1941:57; *Herald* 11 January 1940:3). The building was to provide 143,000 square metres of floor space, with most floors available for letting. The building comprised a large hall and rooms for the use of the society, as well as factory space and shops (*West Australian*, 21 October 1939:6; *Building* 24 September 1941:57; *Herald* 11 January 1940:3).

Morrison Bros Pty Ltd built the new Manchester Unity Oddfellows Building in 1940-41 to the design of Marcus R Barlow & Associates (see Figure 3 and Figure 4) (*JRVIA* 1940-1941:129). Upon

completion, the building was described as a 'landmark at the north end of Swanston Street' (*Building* 24 September 1941:57). Originally, the exterior walls were painted with Boncote – a cement-based paint designed for use on unpainted cement, stucco, brick and concrete surfaces and in use from the 1920s. The vertical features were faced with Wunderlich Ltd blue faience, and the recessed panels under the horizontal spandrels were painted light blue. The roof was Neuchatele Asphalte. The interior incorporated a hall 14.6 by 31 metres (48ft by 102ft) finished with a special dance floor sprung on rubber. It also included a supper room, kitchens, cloak rooms and foyers; a large lodge room, preparation rooms and district officers' rooms, two electric lifts, a goods lift and six shop fronts onto Swanston Street (*Building* 24 September 1941:57). A flagpole was originally affixed atop the building (see Figure 5).

In 1945 the Victorian Military Lines of Communication occupied the building (*Morning Bulletin* 4 October 1945:4). The following year the Commonwealth government compulsorily acquired the Manchester Unity Oddfellows Building (*Argus* 24 May 1946:2). The government intended to convert the building into future headquarters for the Department of Munitions, by refitting the building with air-conditioning, fluorescent lighting in central areas, sound absorbent ceilings, and sound-reducing windows (*Argus* 13 June 1947:3; *Herald* 30 September 1947:7). The Munitions Department moved into the premises in 1947, joining existing tenants of the building including the headquarters of Trans-Australia Airlines and the Aircraft Production Division of the Munitions Department (*Argus* 13 June 1947:3).

By 1955 the building was occupied entirely by Commonwealth agencies; of these, only the Trans-Australia Airlines paid council rates (*Age* 8 July 1955:3). The Commonwealth Department of Supply renamed the building 'Jensen House' in 1969, in recognition of the former head of the Department, Sir John Jensen, who contributed significantly to the development of Australian industry, particularly in the war years. Jensen House housed government offices and the Commonwealth Government Bookshop until 1996 (*Age* 26 June 1996:61).

In 1996 Pacific East Coast Ltd purchased the site for development with financing from the Macquarie Bank (*Age* 26 June 1996:61). Completed in 1997, the \$35 million Melbourne Campus Apartment project saw the redevelopment of the building into student accommodation (*Age* 26 June 1996:61). The development was to house up to 440 students in 270 apartments, capitalising on the niche accommodation market for overseas students that was emerging at the time. Melbourne Campus Apartments were described in one article published contemporaneously as 'Melbourne's first high-quality, international student accommodation complex' (*Age* 26 June 1996:61). Three additional floors were added to the building as part of the Melbourne Campus Apartments development (*Age* 26 June 1996:61).

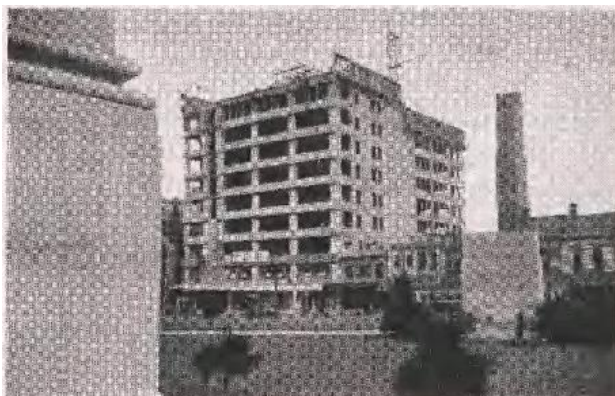


Figure 3. Photograph showing Manchester Unity Oddfellows Building under construction in 1940. (Source: JRVIA December 1940-January 1941, Vol 38, No 6: 129)



Figure 4. Photograph showing the MUOB in 1941. (Source: *Building* Vol 69, No 9, September 24 1941:10 copyright)



Figure 5. Manchester Unity Building in 1985, with flagpole intact . (Source: Graeme Butler, 1985 CAD Survey Hermes)

#### Marcus Barlow, architect

Marcus Barlow (1890-1954) was a strong advocate of skyscrapers and American urbanism, as well as embracing the motorcar and the typology of car-parking stations. His major contribution to the city of Melbourne is the Manchester Unity building at the corner of Swanston and Collins streets. As one of the most prolific and accomplished architects of the interwar period he campaigned to overturn Melbourne's 132 feet (40 metre) height limit on buildings, which later occurred in 1958, several years after his death. His early partnership with John Grainger (1914-1917) and Harry Little (1917-1922) was followed by a partnership with F G B Hawkins (1924-1927). Barlow is credited with reshaping Melbourne's interwar central business district (Schrader 2012).



## SITE DESCRIPTION

The Melbourne Campus Apartments building at 335-347 Swanston Street, originally completed in 1941 is a 15-storey interwar commercial building. It exhibits characteristics of the interwar Functionalist style, particularly in the strong horizontal emphasis of the projecting spandrels with the counterpoint of the vertical element, probably containing the stair. The original building was refurbished and extended in 1997, including the addition of three additional set back storeys to the original 12 storeys. The subject site is located on the western side of Swanston Street, on the block bounded by La Trobe Street to the north, Little Lonsdale Street to the south and Elizabeth Street to the west.

The building structure is of reinforced concrete post and slab construction. The principal façade elements to Swanston Street comprise rendered and painted concrete spandrels on each of the above ground storeys providing the strong horizontal emphasis typical of the style, to which the vertical form of the stair element (originally faced with Wunderlich blue glazed terracotta faience, but now painted) asymmetrically placed on the southernmost side of the façade provides a counterpoint. The concrete spandrels terminate in a curved end where they meet the recessed plane of the façade. These sections align with wide recessed mullions separating the panels of windows, and are faced with light colored face brick (possibly calcium silicate) over the reinforced concrete columns.

The panels of windows exhibit a similar horizontal emphasis to that of the spandrels. Each panel consists of multiple panes, and are either the original steel frame items or possibly contemporary aluminium frames replicating the original framing pattern.

Atop the vertical stair element is a simple parapet upon which there was mounted a flagpole. The words 'Melbourne Campus Apartments' are affixed centrally to the original horizontal parapet.

The southern elevation of the building is much more prosaic, punctuated by smaller, mostly square, openings infilled with either original steel or replacement aluminium framed windows similar to those of the principle façade, but without the three-dimensional depth of the Swanston Street facade.

A three storey extension surmounts the original building above the parapet, set back from the original wall plane and utilising a similar style, modulation, and window glazing pattern.

## INTEGRITY

The original scale and form of the former Manchester Unity Oddfellows Building is retained and most of the original features that characterise the building's design as interwar Functionalist have been retained, including projecting spandrels and vertical element, recessed brickwork panels and large horizontal bays of multipane windows. Three storeys were added above the parapet in 1997. This addition is generously set back so that it is not overly prominent as well as being modest in scale. The mounted flagpole and faience cladding have been removed, and the ground floor shopfronts have been altered. Overall, and in spite of these changes, the building is of high integrity.

## COMPARATIVE ANALYSIS

Structural steel and reinforced concrete framing became popular building materials in interwar Melbourne, inspired by Chicagoan architecture in the late nineteenth and early twentieth centuries, as there was a surge in the construction of high buildings within the 40 metre (132 foot) height limit then in force. Departing from load-bearing brick walls, many 1920s examples employed these new building

methods that allowed windows to become larger and more prominent on facades, whilst also facilitating increased building heights.

Most of the buildings were designed in the interwar Commercial Palazzo, Chicagoesque or Moderne styles. In the 1930s and 1940s new lower scale buildings such as factories and other modern service facilities such as car showrooms often utilised the interwar Functionalist style, emphasising a modern aesthetic, using 'streamlined' horizontal spandrels and extensive horizontal bands of glazing. However, in the period prior to and following World War Two, the style was also used for some high-rise commercial buildings, including the Manchester Unity Oddfellows Building at 335-347 Swanston Street.

The following examples are comparable with at 335-347 Swanston Street, being of a similar style and use, although their construction date and scale varies. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dated c2000 or later.

*Manchester Unity Building, 220-226 Collins Street, 1932 (HO590, HO502)*

A twelve-storey concrete encased steel office building clad with a glazed terracotta faience. Designed by Marcus R Barlow in the interwar Gothic revival style and built for the Manchester Unity Independent Order of Oddfellows by WE Cooper Pty Ltd in 1932.



Figure 6. 220-226 Collins Street, Melbourne, built in 1932.

*Russell's Building, 361-363 Little Bourke Street, 1939 (HO1050)*

A three-storey brick building built in 1939 and designed by Arthur & Hugh Peck in an early modernist style for Robert Geoffrey Russell.



Figure 7. 361-363 Little Bourke Street, built in 1939.

*Mitchell House, 352-362 Lonsdale Street, 1937 (VHR H2232; HO715)*

This seven-storey rendered brick office building with ground level retail was designed by architect Harry A Norris in the interwar Functionalist style. The ground level was originally a motorcar showroom.



Figure 8. 352-362 Lonsdale Street, built in 1937.

*Presgrave Building, 273-279 Little Collins Street, 1938, (Significant in HO502 The Block Precinct)*

A six-storey cement rendered office building with shops at street level and foyer. Designed by Marcus Barlow in the interwar Functionalist style and built in 1938. The upper floors were refurbished and converted to hotel accommodation in 2000.



Figure 9. 352-362 Lonsdale Street, built in 1937.

*Palmer's Emporium, 220 Bourke Street, 1937 (Interim HO1243 – Recommended as significant in the Hoddle Grid Heritage Review)*

220 Bourke Street is a four-storey commercial building designed by architect Harry A Norris in 1937. Built to accommodate a multilevel department store, the design embraces modern construction technology (reinforced concrete construction) and interwar Functionalist styling to express a progressive and modern aesthetic.



Figure 10. 220 Bourke Street, built in 1937. (Source: Context, 2017)

*McPherson's Building, 546-566 Collins Street, 1935 (VHR H0942; HO614)*

A five-storey reinforced concrete office building with basement parking and ground level retail. Designed by Stewart Calder in association with Reid & Pearson in the International style (with influences of interwar Functionalist style) and built as offices and showrooms for McPherson's Proprietary Limited in 1935.



Figure 11. 546-566 Collins Street, built in 1935. (Source: iHeritage)



*12-18 Meyers Place, 1940 (Recommended as significant in the Hoddle Grid Heritage Review)*

Designed by Harry A Norris, a two-storey factory in interwar Functionalist style, built in 1940.



Figure 12. 12-18 Meyers Place, built in 1940. (Source: Context 2018)

The former Manchester Unity Oddfellows Building at 335-347 Swanston Street is an example of a substantial commercial building completed in 1941 in the interwar Functionalist style. It is comparable with a number of HO listed examples of the style constructed prior to and following World War Two, including Mitchell House at 352-362 Lonsdale Street (also VHR listed), constructed in 1937 and also exhibiting the 'streamlined' horizontal spandrels, extensive horizontal bands of glazing and contrasting asymmetric vertical stair element that characterise the style. Mitchell House has a higher degree of intactness as it retains its original form without additions. 335-347 Swanston Street is distinguished as a more substantial building (15 storeys compared to six), and as a purer example of the style, with none of the decorative articulation seen in other examples that derives from earlier styles.

The Manchester Unity building at 220 Collins Streets was also designed by Marcus Barlow for the MUOOF. Barlow is credited with reshaping Melbourne's interwar central business district. Although 220 Collins Street is a more ornate example exhibiting elements of the interwar Gothic revival style, it is comparable in terms of having the same designer owner and use, being constructed of similar materials (such as the use of faience cladding), and being comparable in terms of its substantial scale, prominent vertical element and streamlined form.

335-347 Swanston Street is also comparable to the HO listed McPherson's Building at 546-566 Collins Street. Although the latter building is low scale at only four-storeys, it demonstrates a similar strongly horizontal pattern of glazing and masonry spandrels that typify the more 'stripped back' examples of the style.

**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 43.01-3)	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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*Sydney Morning Herald*, as cited.

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**PREVIOUS STUDIES**

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<b>Central Activities District Conservation Study 1985</b>	Ungraded
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<b>Central City Heritage Study 1993</b>	Ungraded
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<b>Review of Heritage overlay listings in the CBD 2002</b>	Ungraded
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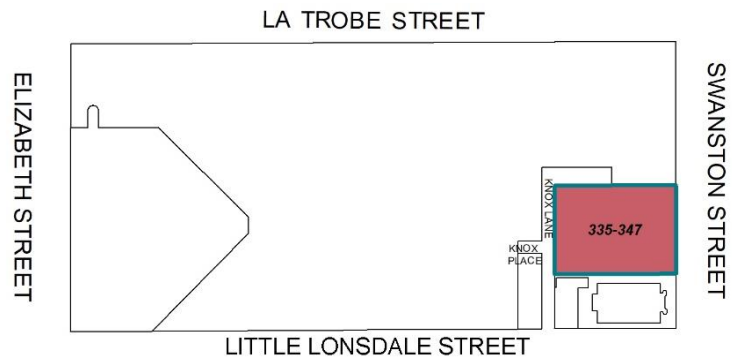
<b>Central City Heritage Review 2011</b>	Ungraded
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## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Manchester Unity Oddfellows Building

**PS ref no:** HOXXXX



### What is significant?

Former Manchester Unity Oddfellows Building at 335-347 Swanston Street, Melbourne, a 15-storey (three levels added in 1996-96) interwar Functionalist style office building built in 1940-41 to a design by architect Marcus Barlow.

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

- The original built form and scale;
- The original pattern of fenestration, including 'streamlined' horizontal spandrels, extensive horizontal bands of glazing and contrasting asymmetric vertical stair element; and
- The original multipane steel frame windows.

Later alterations made to the street level façade, and the additional storeys constructed in 1997, are not significant.

### How it is significant?

335-347 Swanston Street, Melbourne is of local historical, representative, aesthetic and associative significance to the City of Melbourne.

### Why it is significant?

The building at 335-347 Swanston Street is historically significant for the evidence it provides of the importance of welfare provision in Melbourne. The building was constructed for the Manchester Unity Independent Order of Oddfellows to the design of architect Marcus Barlow in 1940-41. The site on which

it stands has a longer association with the Manchester Unity Independent Order of Oddfellows, who first provided welfare to Melburnians at the site from 1863 continuing until 1946. The 1940-41 building had a mix of uses, incorporating a large hall and rooms for the use of the society, and factory space and shops available for lease. Compulsorily acquired by the Commonwealth government for use by the Department of Munitions in 1946, the building is also significant for its connection with the history of Commonwealth acquisition of land and buildings in Melbourne for use in association with military and defence, during and as a consequence of war. (Criterion A)

The former Manchester Unity Oddfellows building at 335-347 Swanston Street is significant as a largely intact example of commercial development in central Melbourne. It demonstrates the 40 metre (132 foot) height limit then in force during the period when the city had recovered from the Great Depression but World War Two imposed constraints on new buildings. The interwar Functionalist style was popular during the interwar and early postwar periods, usually for low rise industrial buildings, schools and institutional buildings. However, there were a number of commercial developments in central Melbourne that utilised the style for its modern or progressive aesthetic, including the building at 335-347 Swanston Street. The building at 335-347 Swanston Street exhibits the same design aesthetic and quality as other examples of the style. The building has a high degree of integrity, retaining its 'streamlined' horizontal spandrels, extensive horizontal bands of glazing and contrasting asymmetric vertical stair element that characterise the style. (Criterion D)

The former Manchester Unity Oddfellows building is of aesthetic significance as a substantial commercial building built in the interwar Functionalist style. Built to a design by architect Marcus Barlow, the building is distinguished as a pure example of the style, without the decorative articulation that derives from earlier styles. Barlow was a strong advocate of skyscrapers and American urbanism, the aesthetic influence of which can be observed in his design for the subject building. (Criterion E)

The site at 335-347 Swanson Street was long associated with the Manchester Unity Independent Order of Oddfellows (MUIOOF), a friendly society founded in Manchester, England, in 1810, for the purpose of providing financial and social assistance to members experiencing hardship. The first meeting of the Australia Felix Lodge of the MUIOOF was held in Melbourne in 1840. The society subsequently built a hall on part of the subject site c1863, which it occupied for 80 years. After constructing the new 12 storey premises on the site in 1940-41, the MUIOOF remained at today's 335-347 Swanston Street until the building was forcibly acquired by the Commonwealth in 1946 for military needs. The building's subsequent occupation by the Commonwealth Government is also significant for its connection to defence history and the requisition of land and buildings by the Commonwealth in World War Two. (Criterion H)

### Primary source

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

