**STATEMENT OF SIGNIFICANCE**

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| **Heritage Place:** Warehouseking 171-173 | **PS ref no:** HO1339Batch_1_King_St_Precinct_13022019 |

**What is significant?**

171-173 King Street, Melbourne, a three-storey factory/warehouse building built in 1922.

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

* The original building form and scale;
* The original fenestration, including brick pilasters, semicircular arches (King Street and Cosgrave Lane elevations), recessed spandrels, cornice, parapet and pattern of window openings; and
* The original timber frame windows.

Later alterations made to the street level façade, such as the aluminium framed shopfronts, are not significant.

**How it is significant?**

171-173 King Street, Melbourne is of local historic, representative and associative significance to the City of Melbourne.

**Why it is significant?**

The three-storey warehouse building at 171-173 King Street, Melbourne, constructed in 1922 for J Creffield Pty Ltd, map mounters, heliographers and printers, and occupied by that firm until c1985, is historically significant for representing key phase in Melbourne's manufacturing development: the 1920s recovery period (after the 1890s economic depression) when factory and warehouse premises were in increasing demand in the city to house the growing manufacturing industry. 171-173 King Street demonstrates the historical concentration of businesses connected to the printing, publishing and paper goods industry in the west of the city. (Criterion A)

171-173 King Street is of representative significance, being a highly intact example of an early interwar period factory/warehouse building. Its restrained use of classical and Romanesque details and loadbearing brick construction demonstrate typical characteristics of the early interwar factory/warehouse building constructed in the period immediately before reinforced concrete became the preferred material for warehouse construction, replacing brick. Modestly-scaled factory/warehouses constructed during this period were typically built of loadbearing brick, with the restrained architectural detailing exhibiting classical influences. (Criterion D)

The building is significant for its long association with J Creffield Pty Ltd (1923 to c1985), a prominent firm of map mounters, heliographers and printers, established in Melbourne 35 years earlier in 1888. J Creffield Pty Ltd held a number of government contracts and produced maps for the Allied forces during World War One, as well as maps and plans for educational purposes and for architects. (Criterion H)

**Primary source**

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