

**SELF-GUIDED WALK**

# **HODDLE GRID HERITAGE REVIEW**

## **Swanston Stores**

**Walking Distance:** 700 metres

**Walking Time:** Approx. 45 minutes



**CITY OF MELBOURNE**

## Acknowledgement of Traditional Custodians

The City of Melbourne respectfully acknowledges the Traditional Custodians of the land, the Bunurong Boon Wurrung and Wurundjeri Woi Wurrung peoples of the Eastern Kulin Nation and pays respect to their Elders past, present and emerging. We are committed to our reconciliation journey, because at its heart, reconciliation is about strengthening relationships between Aboriginal and non-Aboriginal peoples, for the benefit of all Victorians.

### **Front Cover:**

View of Swanston Street looking south, Melbourne Town Hall on the left, 1926

(Image credit: State of Victoria)



The Hoddle Grid Heritage Review is the most comprehensive review of heritage buildings in the heart of the city since the 1990s. This walking tour takes you to some of the heritage places identified in the review.

The recommendations in the review are being implemented through Planning Scheme Amendment C387, which has been prepared by the City of Melbourne.

Find out more and have your say at [Participate Melbourne](#).

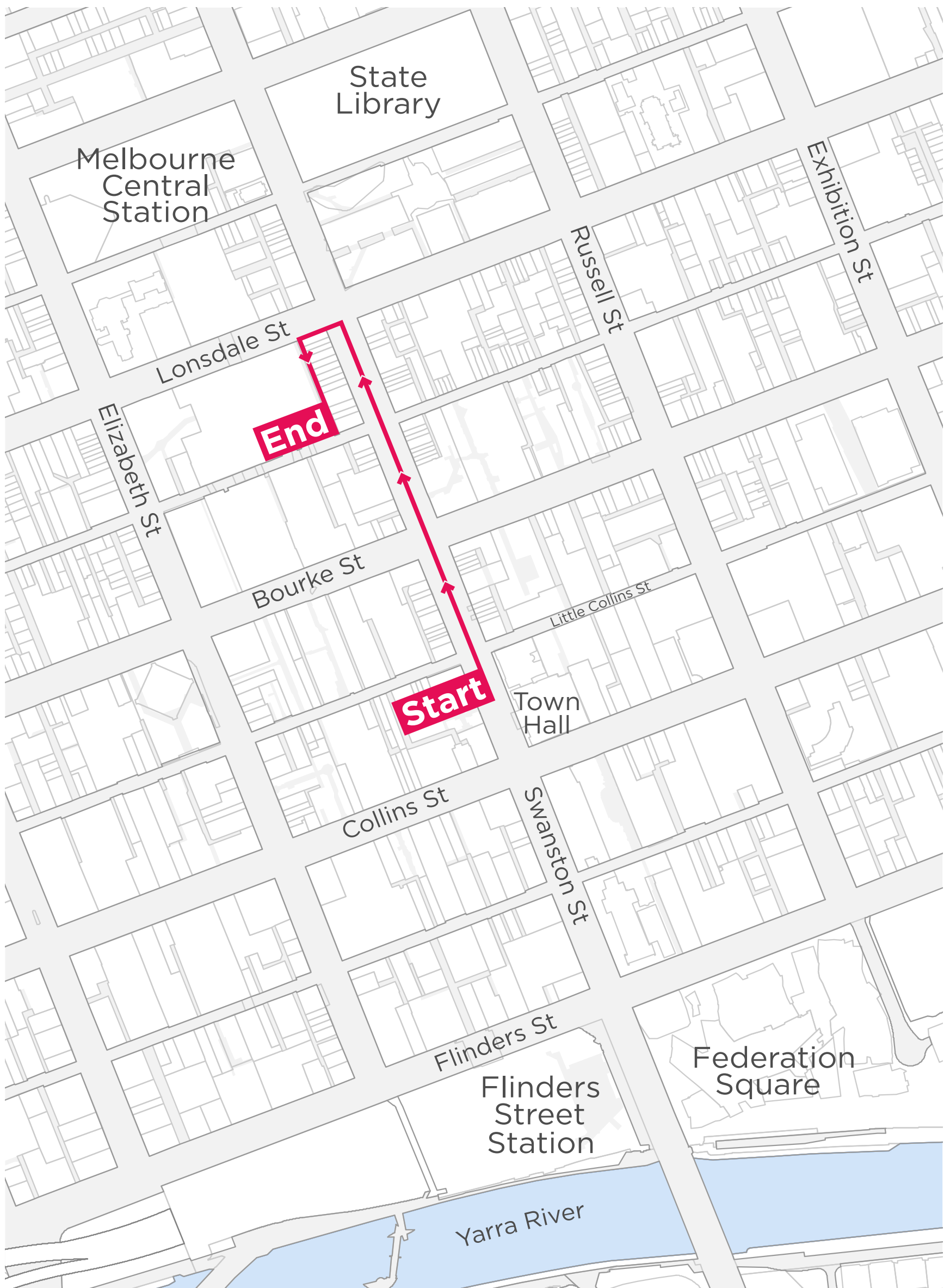


View of Swanston Street looking north, Melbourne  
Town Hall on the right, c1950

(Image credit: Valentine's photographer, State Library Victoria)

# START

Start outside the  
Melbourne Town  
Hall just north of  
the entry porch  
and look across  
Swanston Street



## Key

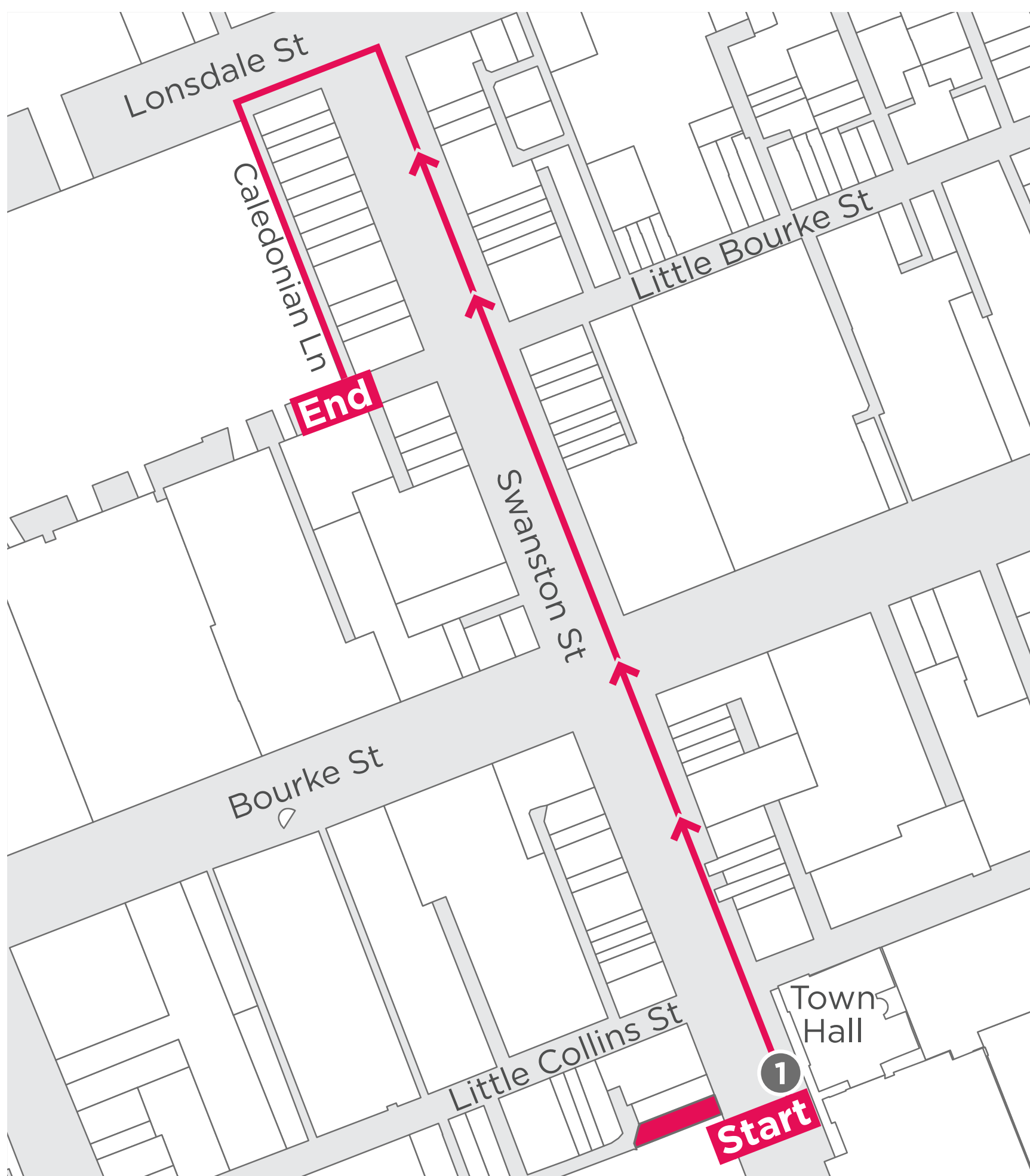
 Walking route

0 200m 



# STOP 1

**In front of you is the Talma Building, built 1885, which housed Buxton's art emporium**





The ornate Talma Building\* was designed by renowned renaissance revivalist style architect Walter Scott Law. It was constructed at the height of Melbourne's boom era in 1885 for stationer James Buxton to house his artistic stationery emporium, art gallery, classrooms and photographic studios.

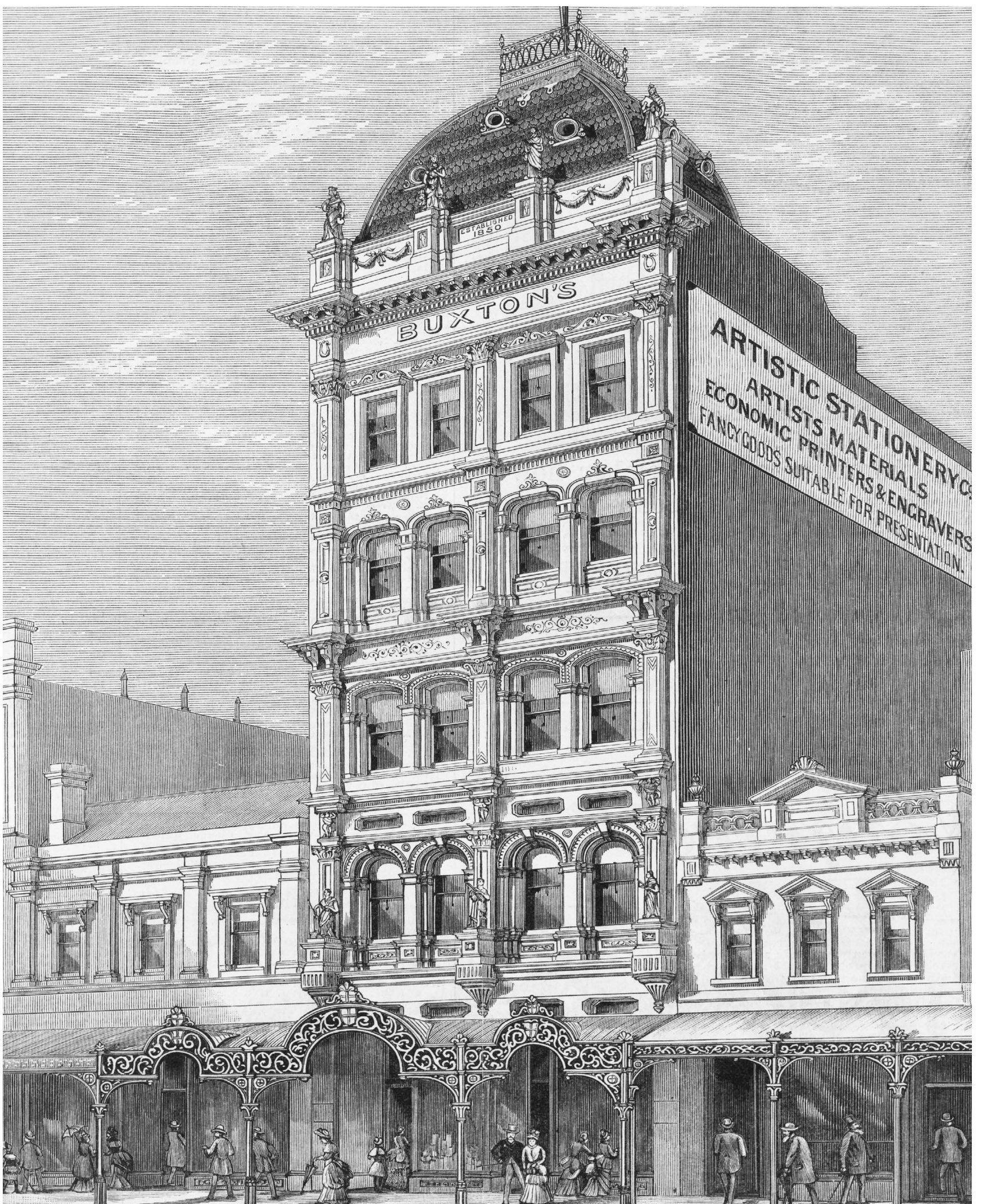


View of Swanston Street showing the Talma and Melba photographic studios, 1890s

(Image credit: State Library Victoria)



The Talma Building was described in 1885 as “of colossal height: 110 feet and is one of the most conspicuous buildings of which Melbourne boasts” (Table Talk, 20 November 1885: 11). It was one of the first buildings in Melbourne to be equipped with hydraulic lifts allowing its exceptional height for the time.



Buxton's new premises as depicted in the *Australian Sketcher* in 1885

(Image credit: AC Cooke, State Library of Victoria)



This was the site of the landmark 9 by 5 Impressionism Exhibition of 1889 by members of the Heidelberg School of Australian art, including Tom Roberts, Charles Conder, Frederick McCubbin and Arthur Streeton. This was a milestone in the development of Australian Impressionism where paintings depicting the unique light and colours of the landscape were displayed for the first time.



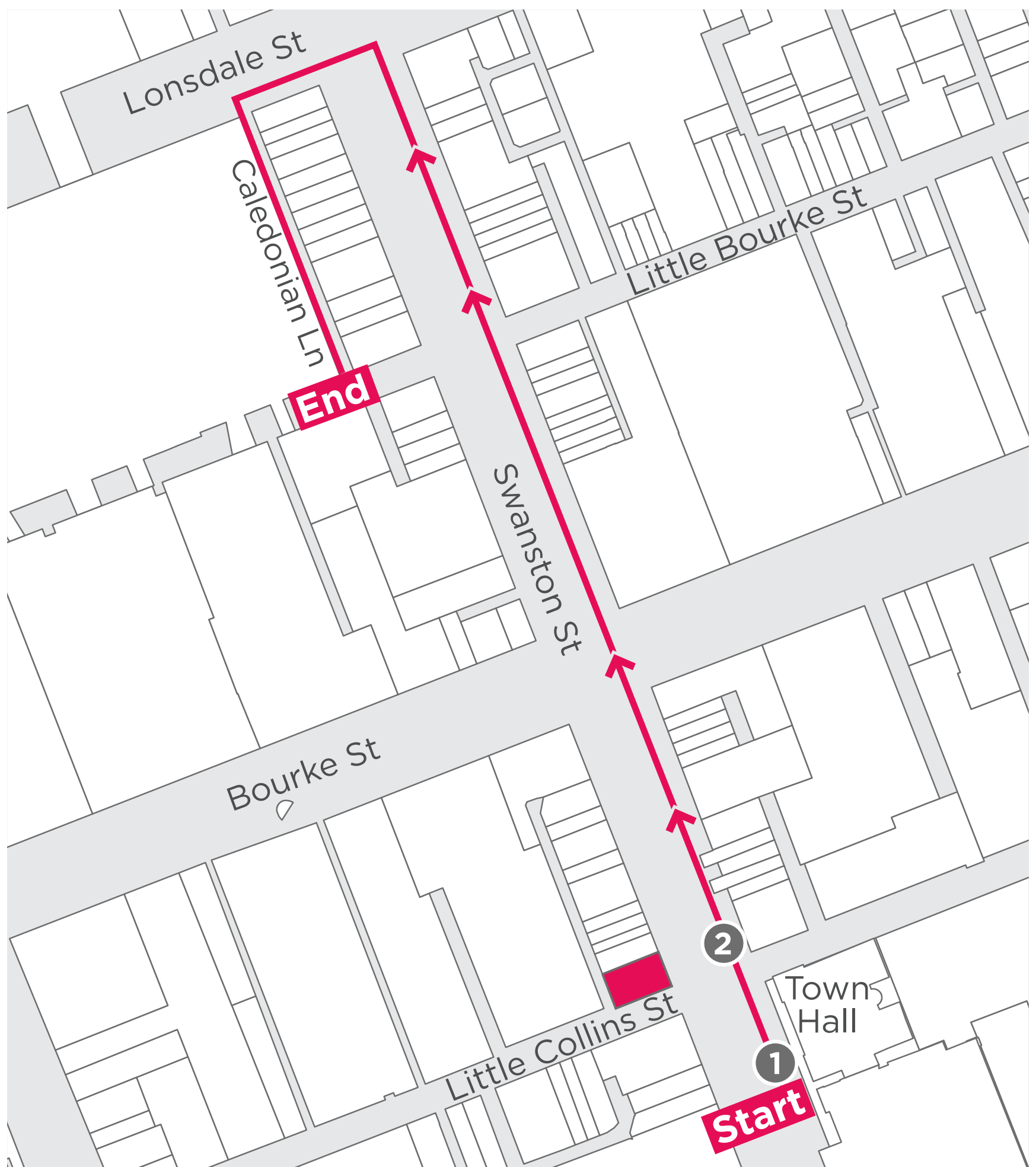
Cover of the 9 by 5 catalogue by Charles Conder, 1889 (left) and one of the painting in the exhibition, *By the Treasury* by Tom Roberts, 1889 (right)

(Image credit: National Gallery of Victoria)



# STOP 2

**Cross Little Collins Street to face what was Cann's department store, built 1919**





This corner building demonstrates evolving architectural fashions from the Edwardian to the interwar eras. The first five levels were constructed in 1919 and were designed by Nahum Barnet in the Neo-Baroque style featuring decorative features inspired by nature, such as vertical floral garlands. Four levels designed by Marcus Barlow were added in 1935 featuring Jazz Moderne elements inspired by the geometry of the machine age.



Swanston Street looking south, 1930s, showing two levels of the Marcus Barlow designed addition  
(Image credit: State Library of Victoria)



# 1923

(Image credits: [news.google.com/newspapers](https://news.google.com/newspapers), [newspapers.com](https://newspapers.com), National Library of Australia)

# 1939

# 1942

# 1962

# 1971



***Cann's***

# Summer Sale of Ensembles

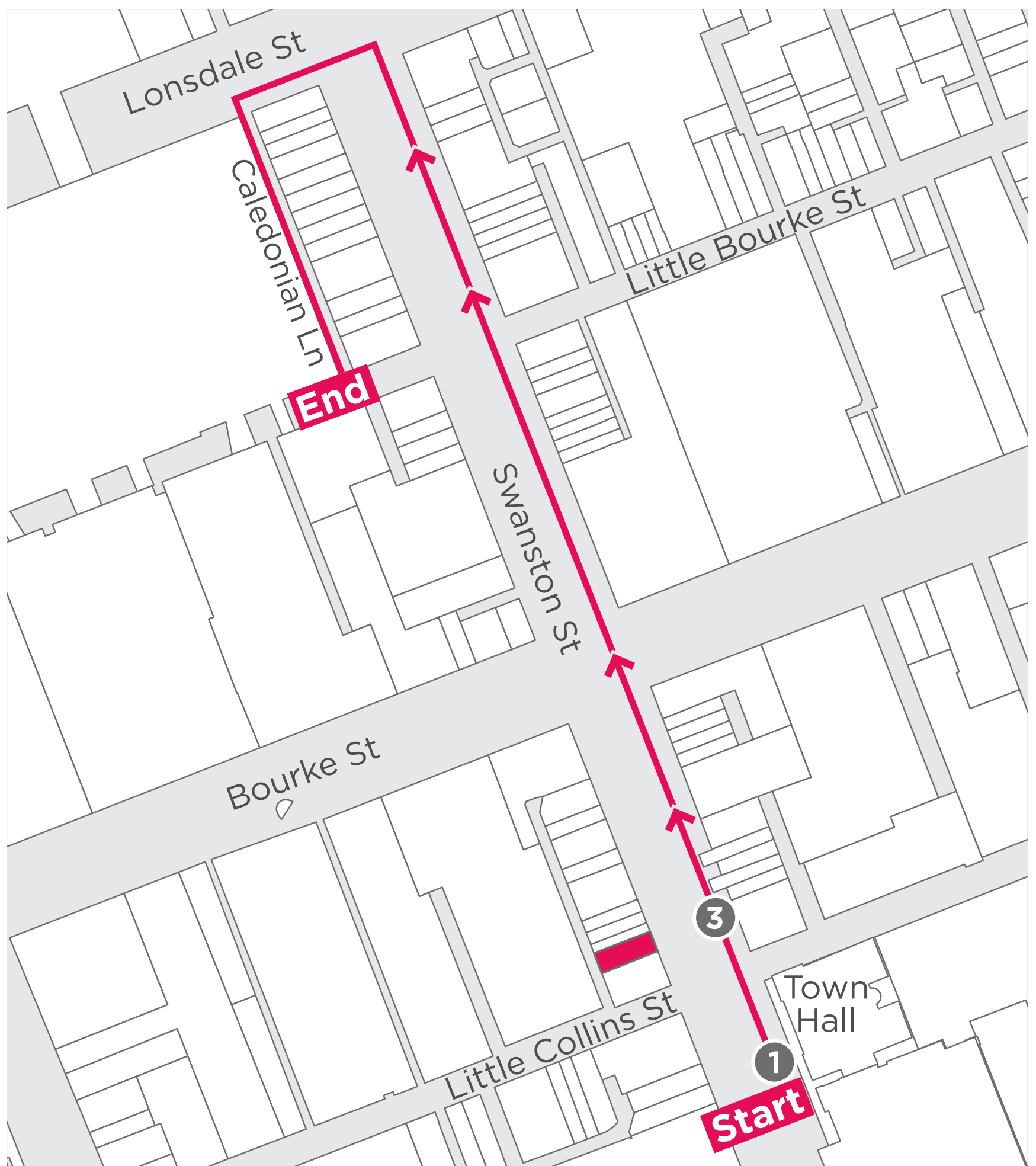
Miss Cann's, Thai silk, ottoman, linen, cotton . . . . **\$30**  
 Special Occasion, many fabrics and colors . . . . . **\$35**  
 5ft 4 & Under, Crimp, Crimp ottoman. 8½-18½ . . . **\$24**  
 OS, Day and After 5, many fabrics, SOS-XXOS . . . . **\$42**  
 Boutique, "Champs Elysees", "Stephen Glass" . . . **\$50**

Miss Cann's Second Floor, Special Occasion Fourth Floor, 5ft 4 & Under  
 Fifth, OS Sixth, Boutique Seventh, Cann's Corner Swanston & Little  
 Collins Streets, Phone 63-6841



# STOP 3

Next door is Faul's Building, built 1924





Faul's Building is another example of the clothing and footwear shops along Swanston Street. It was constructed in 1924 for hosiery manufacturer J L Faul. It is a substantial building reflecting the economic boom of the 1920s.



Faul's Building, Swanston Street, 1984  
(Image credit: Graeme Butler)



**TALMA  
BUILDING  
(STOP 1)**

**CANN'S  
(STOP 2)**

**FAUL'S  
BUILDING  
(STOP 3)**

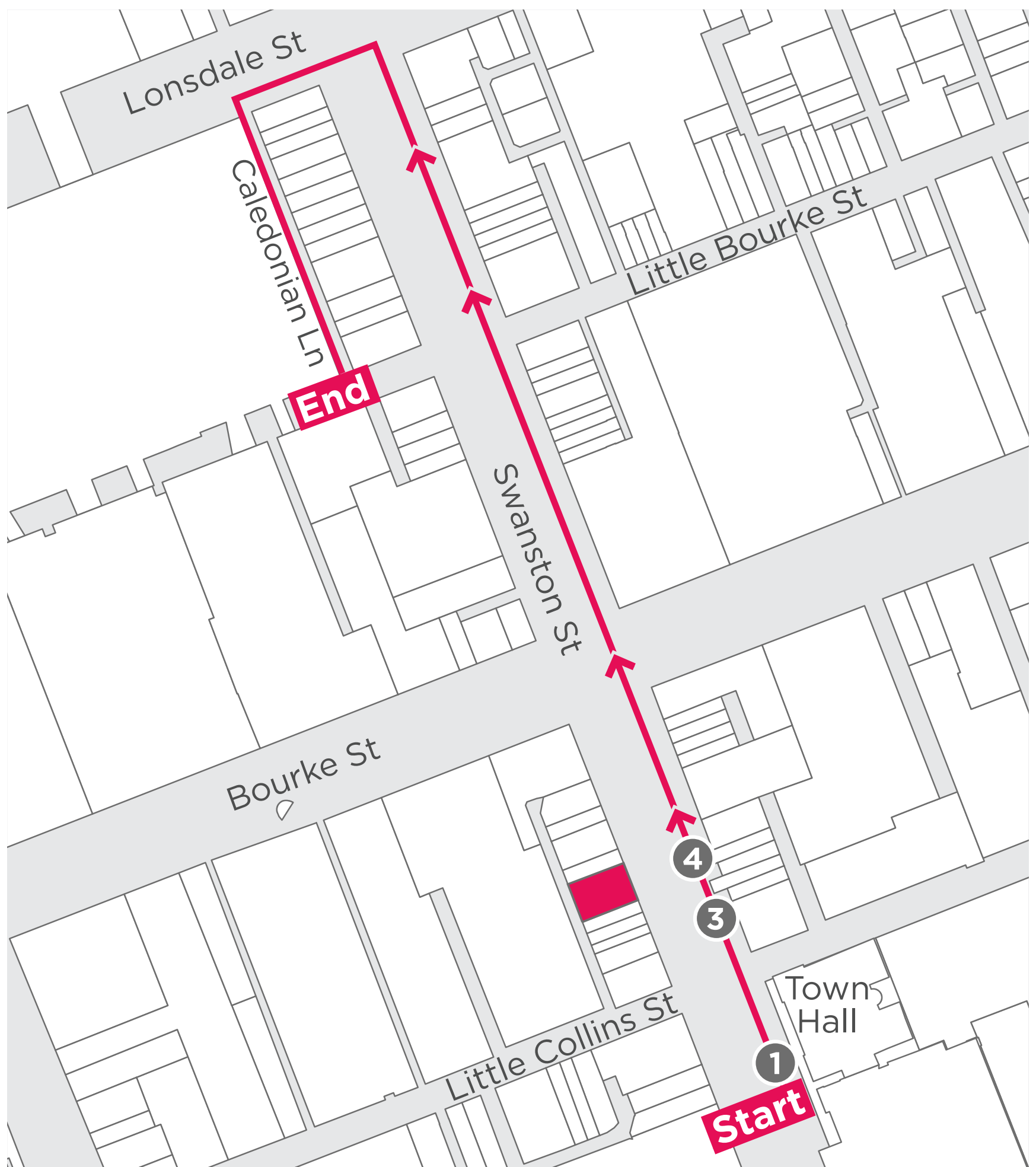
Swanston Street looking south west from Bourke Street, c1940-1954

(Image credit: Rose Stereograph Co., State Library of Victoria)



# STOP 4

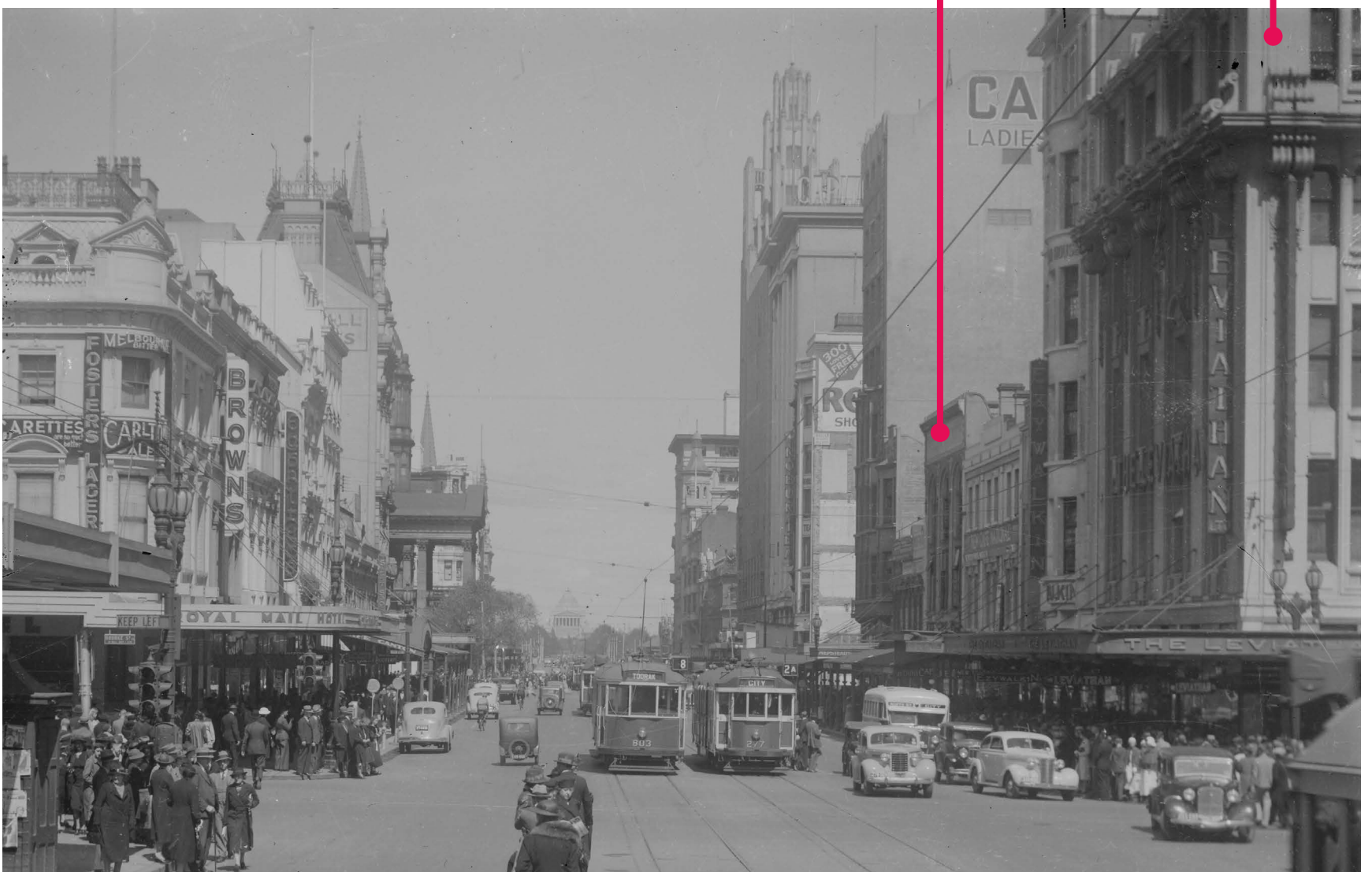
Keep walking north, until you are opposite the Sanders and Levy store, built 1900



The Sanders and Company retail emporium appears to have its origins in the 1850s when Levy Brothers established a fancy goods and importing business. The Levy family business occupied many sites throughout the central city, culminating in the impressive Leviathan Stores which was built in 1913 at the corner of Swanston and Bourke streets.

**SANDERS & LEVY  
STORE (STOP 4)**

**LEVIATHAN  
STORES**



Swanston Street looking south from Bourke Street,  
c1920-1954

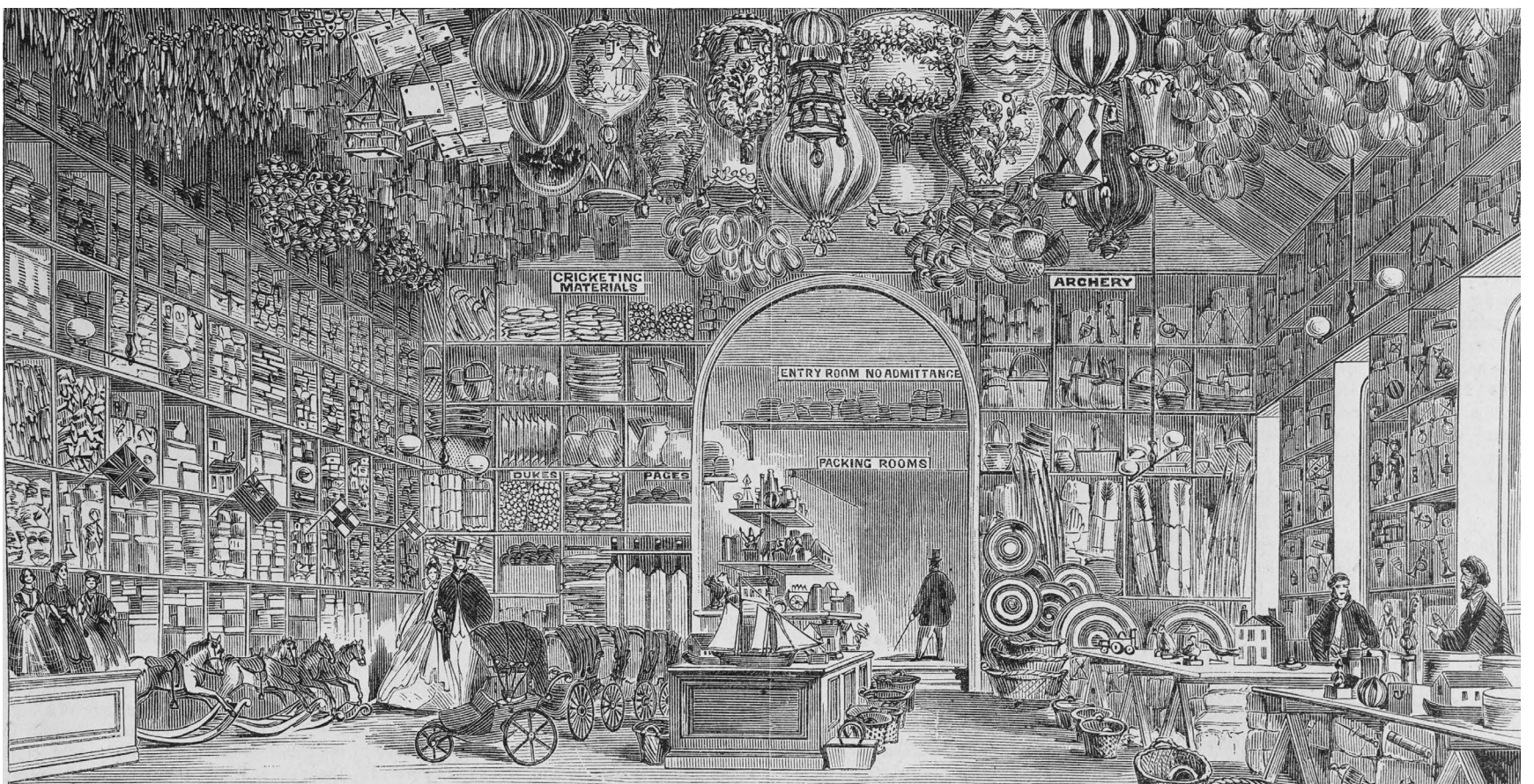
(Image credit: Rose Stereograph Co., State Library of Victoria)



The Sanders and Levy store is a fine example of Edwardian architecture. It is in the American Romanesque style, with giant masonry arches on the upper levels banded in face brick and render featuring ornate Art Nouveau motifs.

It was designed by one of Melbourne's most prominent architectural firms Reed Smart Tappin (now Bates Smart) who are known for many of Victoria's celebrated buildings including the State Library and Exhibition Buildings.

The building was constructed for Sanders and Company in 1900 and replaced shops built in 1876 which they had also occupied.

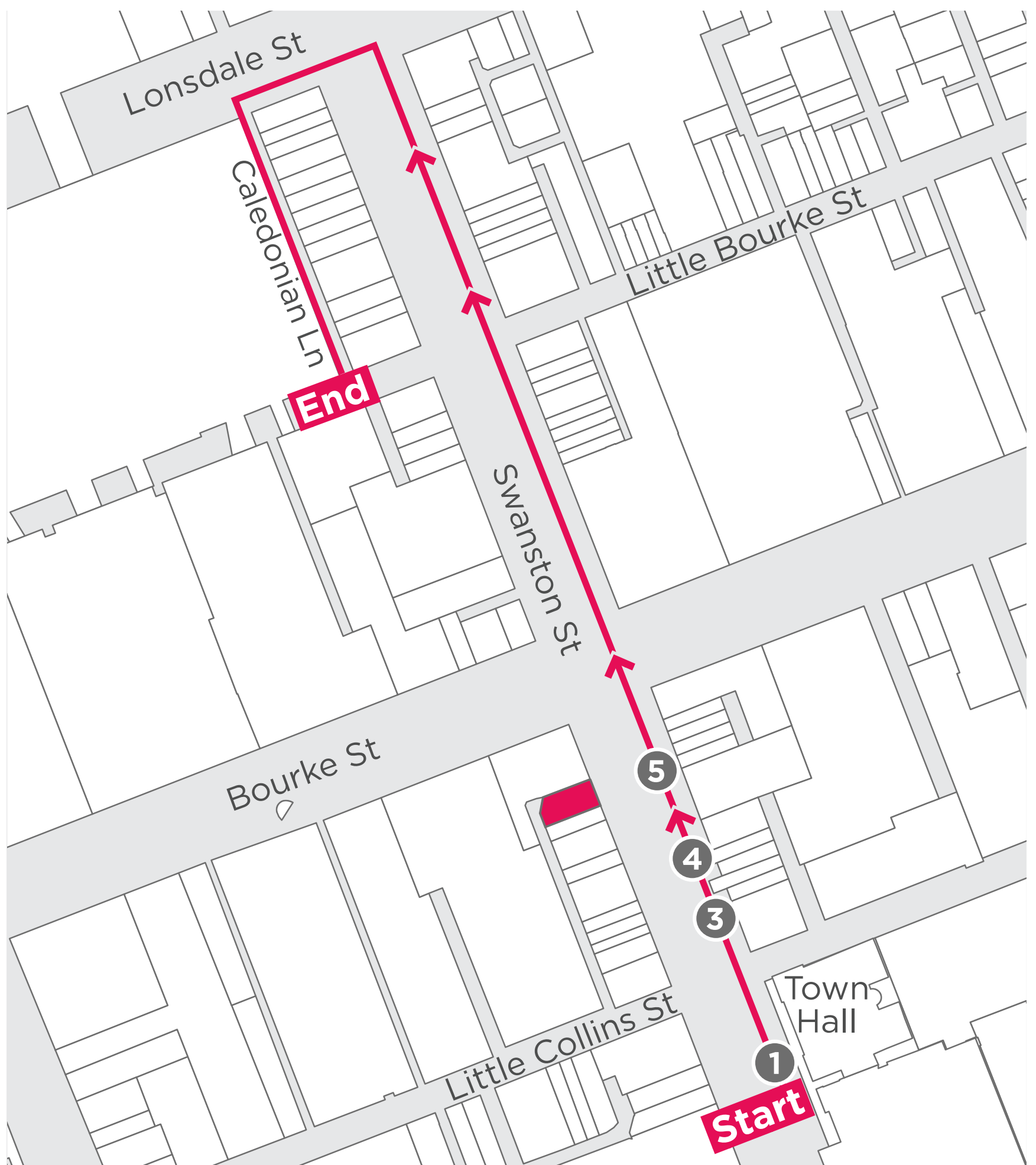
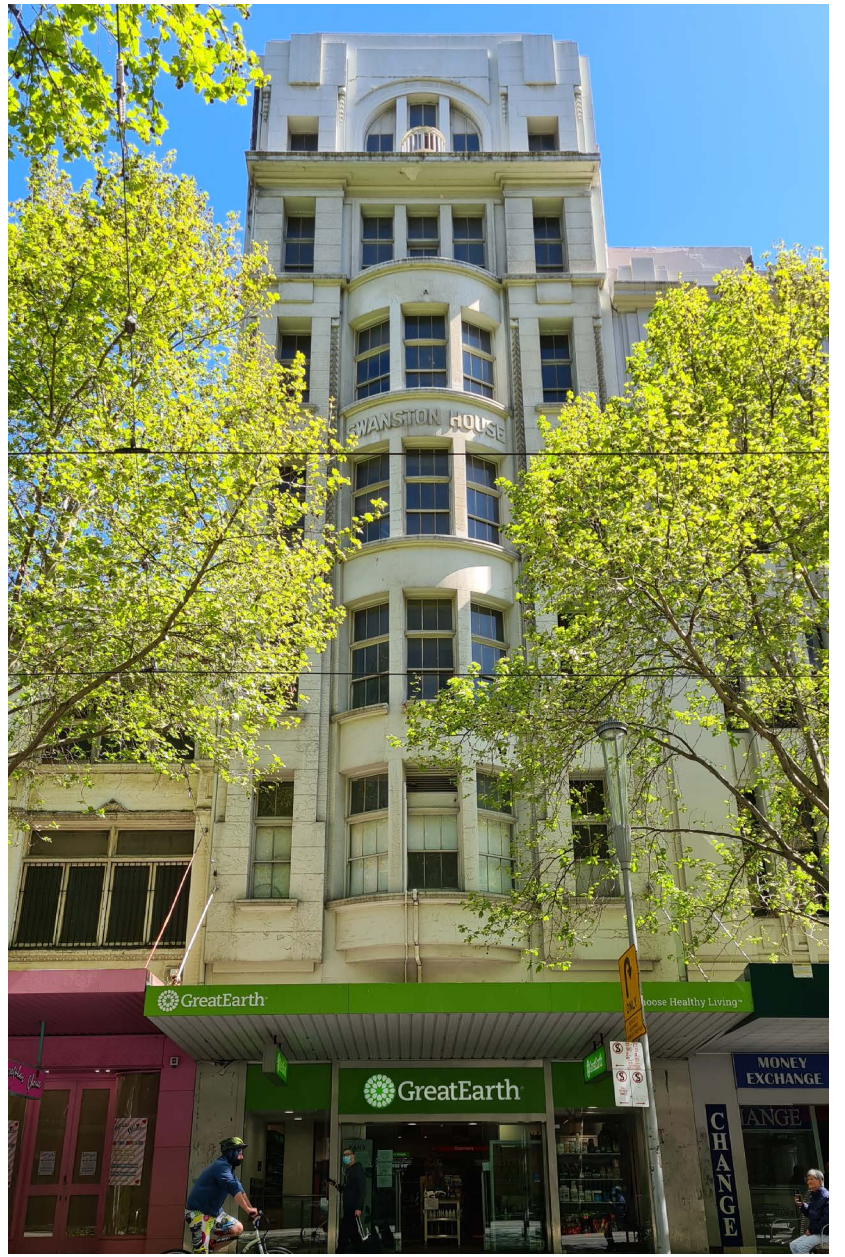


Interior of Levy Brothers' Warehouse, Bourke Street as depicted in the Illustrated Melbourne Post, 1865  
(Image credit: S Calvert, State Library of Victoria)



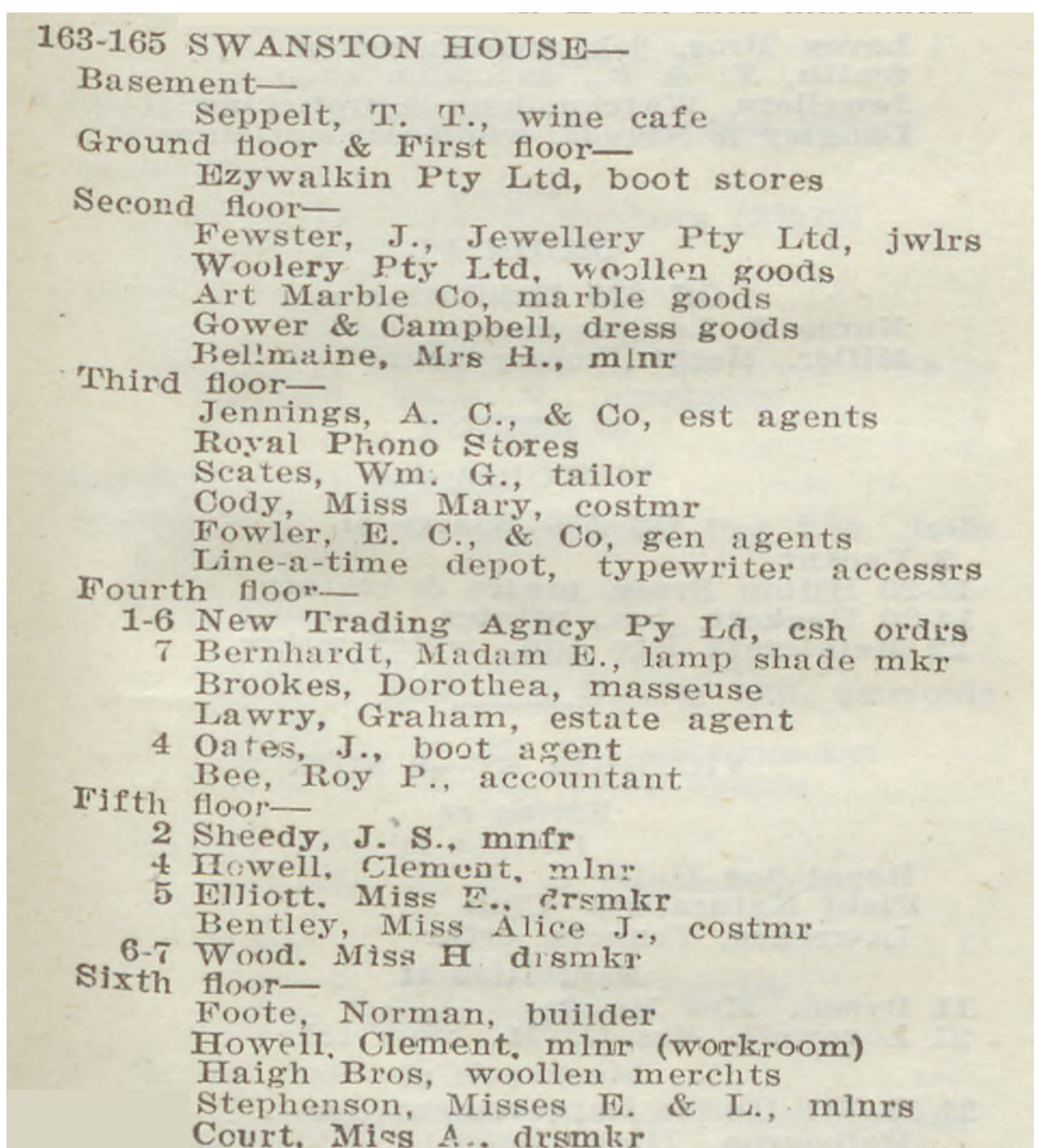
# STOP 5

Next stop is  
**Swanston House,**  
built 1922, which  
housed the  
**Ezywalkin shoe**  
**store**





This seven storey reinforced concrete building was constructed in 1922 for footwear retailer Ezywalkin. The excerpt below from the 1925 Sands and McDougall street directory shows the variety of businesses it housed, including a wine cafe in the basement.



163-165 SWANSTON HOUSE—	
Basement—	
	Seppelt, T. T., wine cafe
Ground floor & First floor—	
	Ezywalkin Pty Ltd, boot stores
Second floor—	
	Fewster, J., Jewellery Pty Ltd, jwlrs
	Woolery Pty Ltd, woollen goods
	Art Marble Co, marble goods
	Gower & Campbell, dress goods
	Bellmaine, Mrs H., mlnr
Third floor—	
	Jennings, A. C., & Co, est agents
	Royal Phono Stores
	Scates, Wm. G., tailor
	Cody, Miss Mary, costmr
	Fowler, E. C., & Co, gen agents
	Line-a-time depot, typewriter accessrs
Fourth floor—	
1-6	New Trading Agency Py Ld, csh ordrs
7	Bernhardt, Madam E., lamp shade mkr
	Brookes, Dorothea, masseuse
	Lawry, Graham, estate agent
4	Oates, J., boot agent
	Bee, Roy P., accountant
Fifth floor—	
2	Sheedy, J. S., mnfr
4	Howell, Clement, mlnr
5	Elliott, Miss E., drsmkr
	Bentley, Miss Alice J., costmr
6-7	Wood, Miss H. drsmkr
Sixth floor—	
	Foote, Norman, builder
	Howell, Clement, mlnr (workroom)
	Haigh Bros, woollen merchts
	Stephenson, Misses E. & L., mlnrs
	Court, Miss A., drsmkr

Sands and McDougall's Directory of Victoria for 1925  
(Image credit: State Library of Victoria)



Swanston House is comparable to Cann's department store building as both were designed by Nahum Barnet in a Neo-Baroque style. Barnet (1855-1931) was one of Melbourne's most prominent architects and is most well known for Her Majesty's Theatre, Exhibition Street. He is distinguished by his bold compositions and for incorporating local flora and fauna into his decorative schemes.

**CANN'S  
(STOP 2)**

**SWANSTON  
HOUSE  
(STOP 5)**

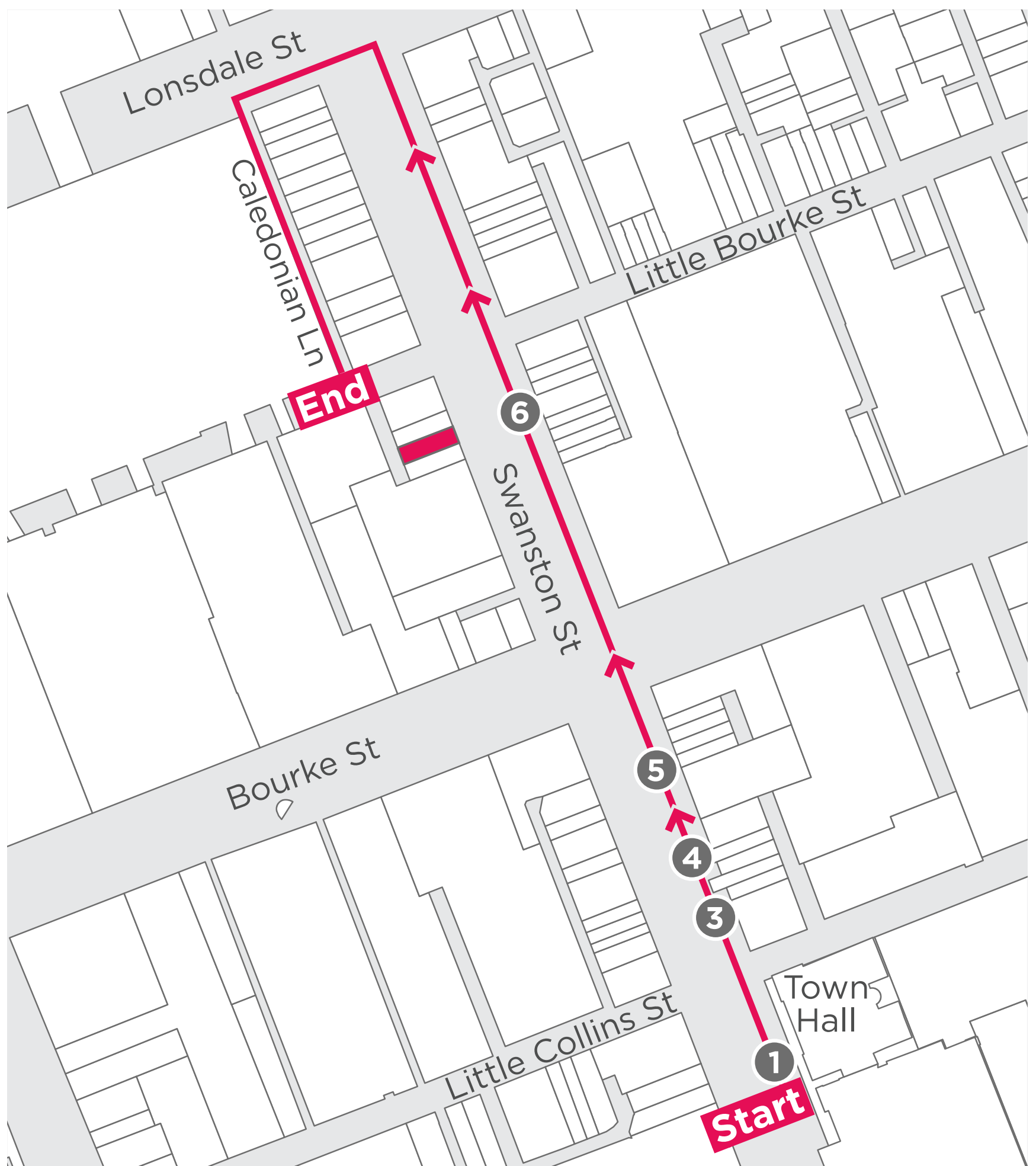
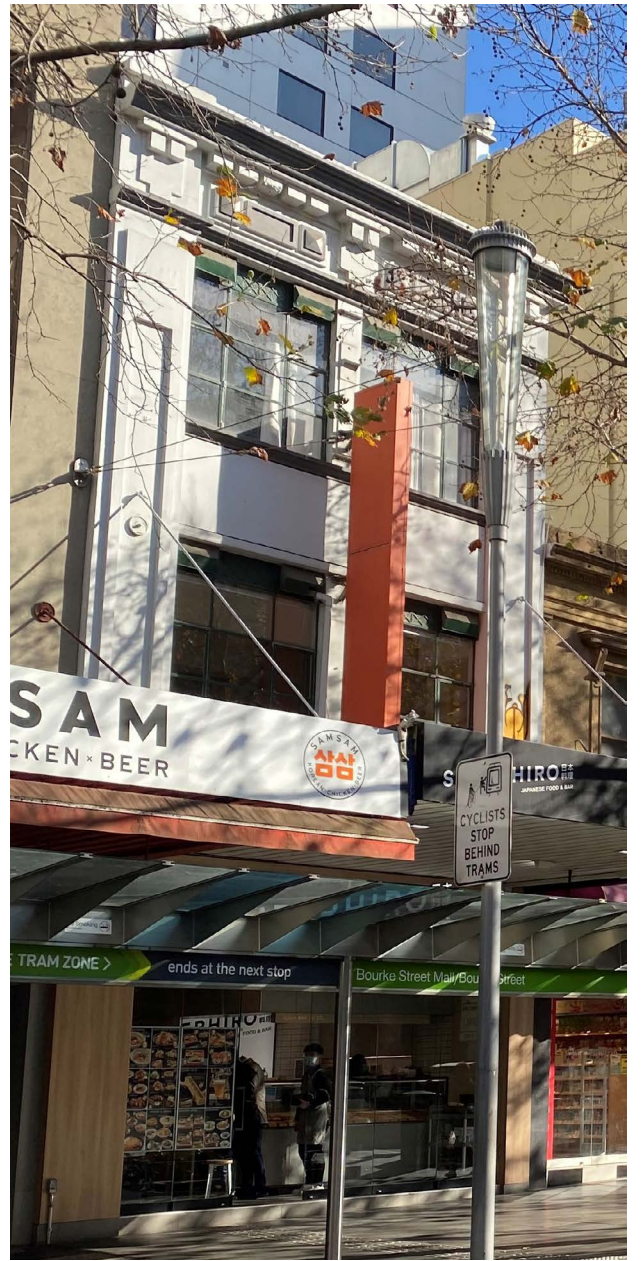


Swanston Street looking south west, c1940s  
(Image credit: State Library of Victoria)



# STOP 6

Walk north past  
Bourke Street until  
you get to the  
former Homecrafts  
store, built c1927





This three storey interwar building has a classical revival facade with large square steel framed windows on the two upper floors. It was constructed in around 1927 for Homecrafts Pty Ltd which was by then operating as a wireless firm. Homecrafts had previously established a toy shop in this location in 1918. Homecrafts also operated out of the two storey Victorian building next door at stop 7.

**Homecrafts  
Store  
(Stop 6)**

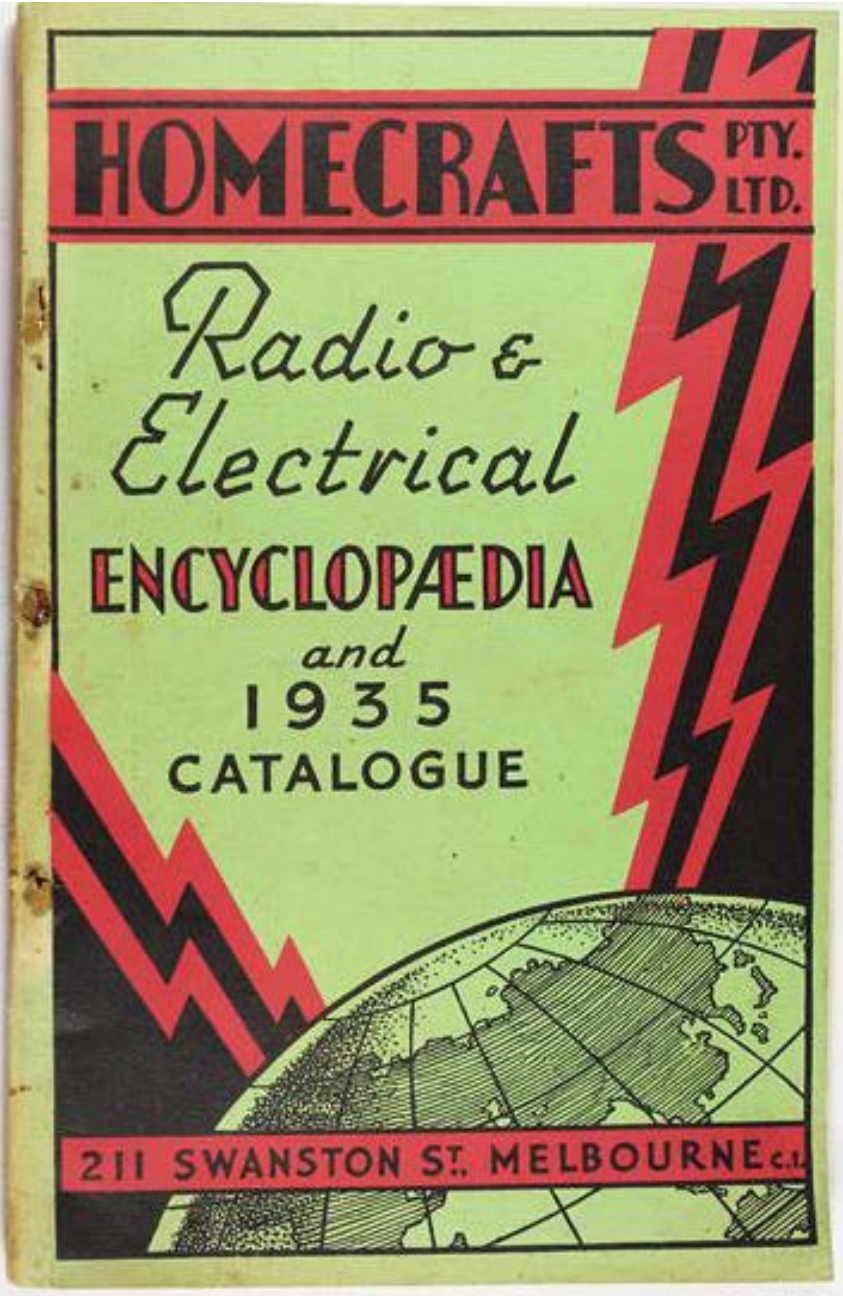
**Victorian  
Row Shop  
(Stop 7)**



Homecrafts stores, Swanston Street, 1940  
(Image credit: Mark Strizic, State Library of Victoria)



Homecrafts catalogue cover and title page from 1935 and advertising grand radios in The Argus newspaper in 1955.



# Homecrafts

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**PLUS** HOMEWORKS EXCLUSIVE OWNERSHIP PLAN

OFFER YOU YOUR CHOICE OF

## PHILIPS

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**PHILIPS GRAND**

Magnificent "slide-a-matic" radiogram in Italian walnut veneer with contrasting cream interior. Powerful eight-valve work-range performance. Delivers up to three times the undistorted power of ordinary radiograms. Three loudspeakers. Three interchangeable pick-up heads.

£162/15/- or £16/6/- Dep.

**PHILIPS CONCERTO**

Superb world-range radiogram with exclusive "slide-a-matic" cabinet. Seven powerful valves, two loudspeakers, true high fidelity reproduction. Three-speed automatic record changer, with "featherweight" pick-up protects precious records.

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**PHILIPS PHIL-HARMONIC**

Six valves, two concert loudspeakers, intense push-pull. Superior reproduction of both overtones and local broadcasts. Twin sapphire needles and three-speed fully automatic record changer.

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**PHILIPS BEETHOVEN**

Incorporating every conceivable feature that can enhance tonal beauty, mechanical perfection and dignity of appearance. Deluxe "slide-a-matic" cabinet, two separate amplifiers, three interchangeable pick-up heads (diamond and sapphire styles), nine valves, "magic-eye" tuning.

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**PHILIPS QUINTET**, 5-valve, perfect tone. Colors.

22 GNS. or 4/- DEP.

Also 4-valve, 19 Gns., or 40/- Dep.

**PHILIPS PORTABLE**, Tremendous 4-valve power. Bat-Elec.

37 GNS. or £3/18/- DEP.

**PHILIPS CLOCK RADIO**, Perfect timekeeper. Wakes you to music.

27½ GNS. or £2/18/- DEP.

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Battery-Operated Shaver. Powered by ordinary torch cells or from car or boat battery adapter provided.

15 Gns.

Complete in leather "all case".

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Ideal for office desk, nursery, bathroom, kitchen, etc.

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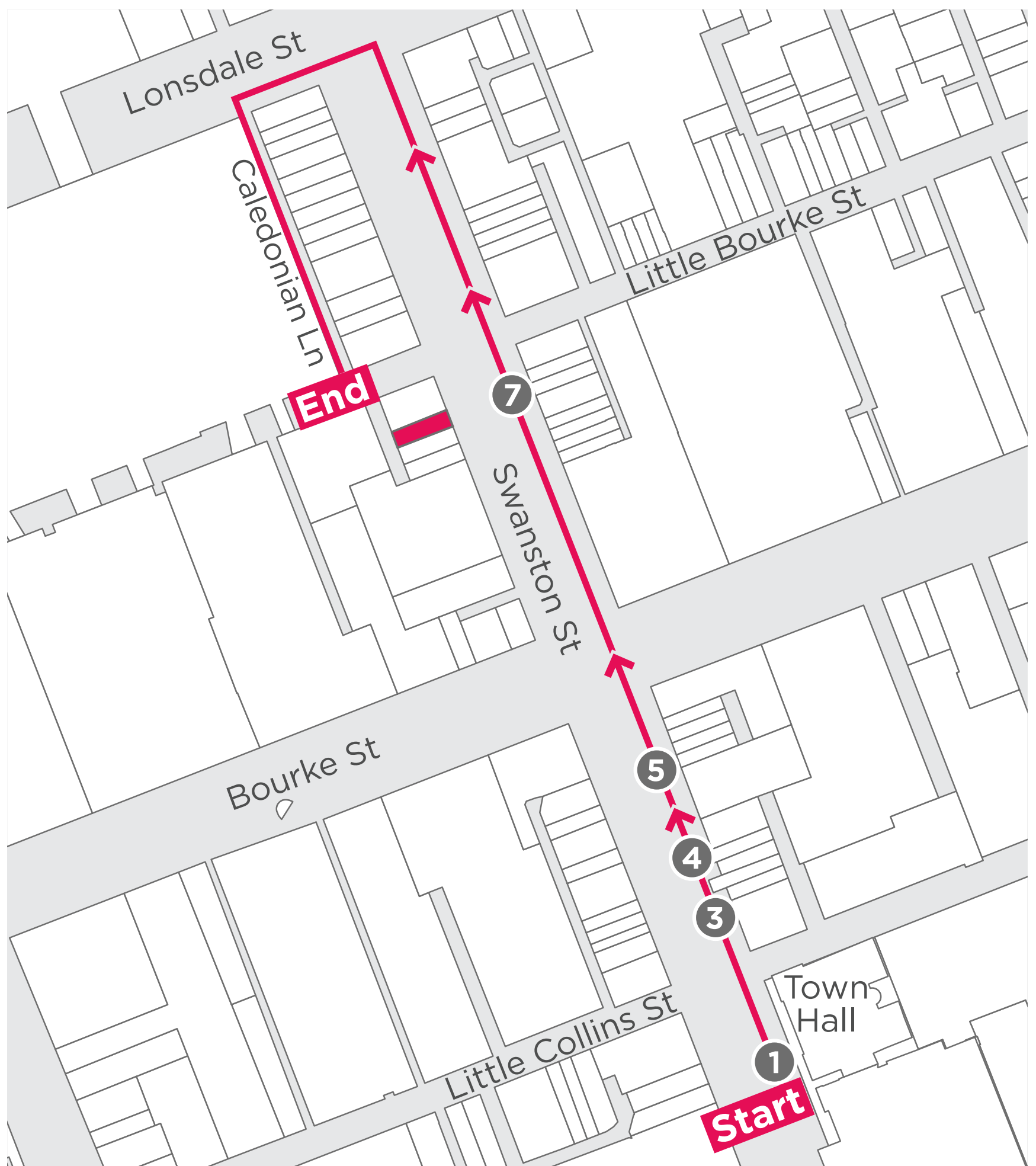
**HOMEWORKS PTY. LTD.**  
211 SWANSTON St., FB1179  
290 LONSDALE St., FB3711  
295 ELIZABETH St., MU1361  
and Throughout Victoria.

(Image credits: top: Flagstaff Hill Maritime Village, Victorian Collections, bottom: National Library of Australia)



# STOP 7

Next door is the last of a row of Victorian shops, built 1856





This two storey building was originally constructed as part of a row of shop-and-dwellings and is one of the earliest remaining shops in the Hoddle Grid.

It has a simple, austere facade which is typical of early Victorian buildings and its upper floor is relatively unchanged.

The building was occupied by merchants in the 19th century, including coopers (makers or repairers of casks and barrels), a boot and shoe maker and a hosiery business.

**VICTORIAN  
ROW SHOP  
(STOP 7)**

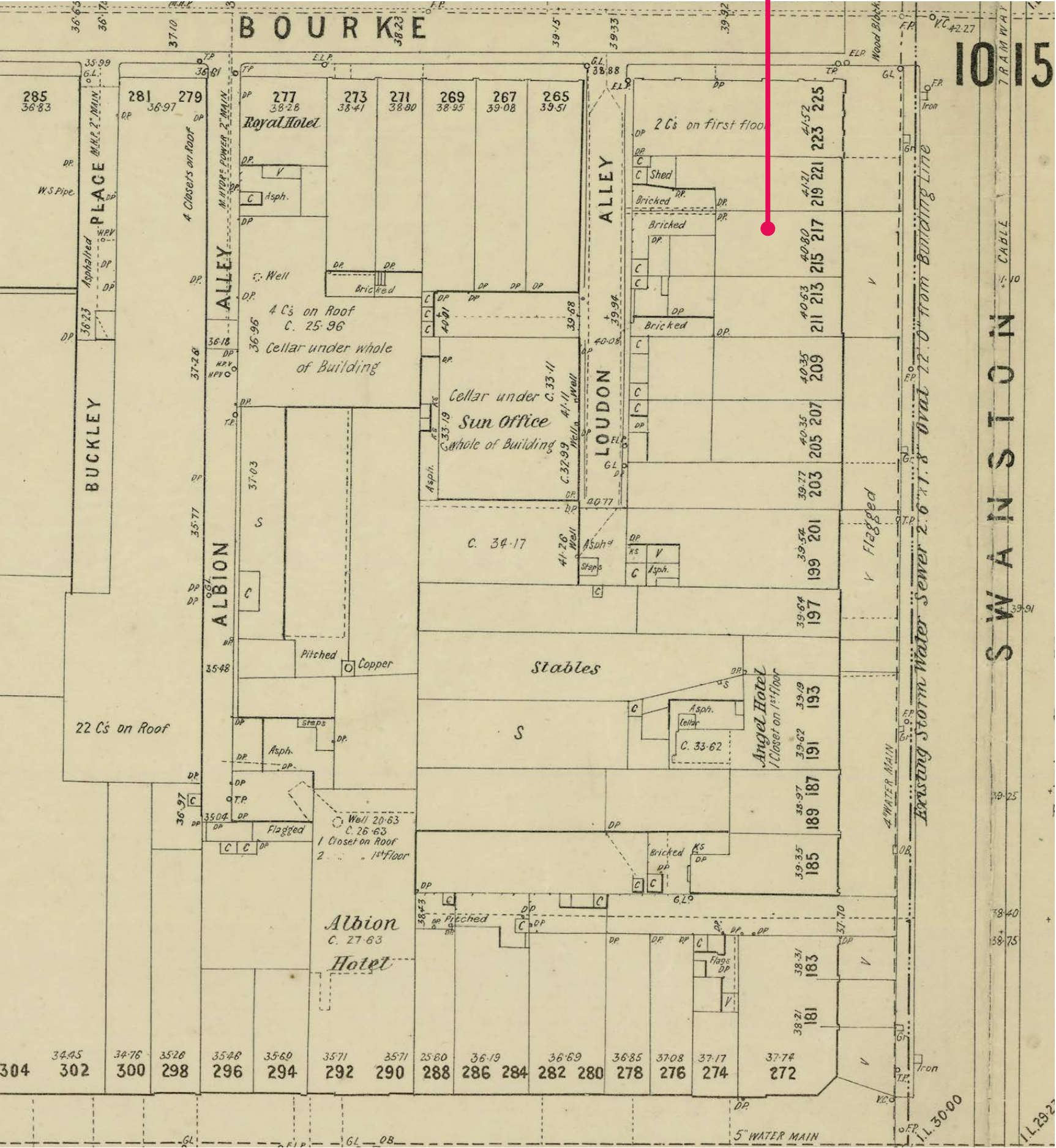


Swanston Street between Bourke and Little Bourke Streets looking north west, from a panorama taken from the spire of Scot's Church, Collins Street, 1875 (Image credit: Paterson Brothers, photographer, State Library of Victoria)



This excerpt of the Melbourne Metropolitan Board of Works detail plan from 1895 shows some of the surrounding land uses in Victorian times.

VICTORIAN  
ROW SHOP  
(STOP 7)

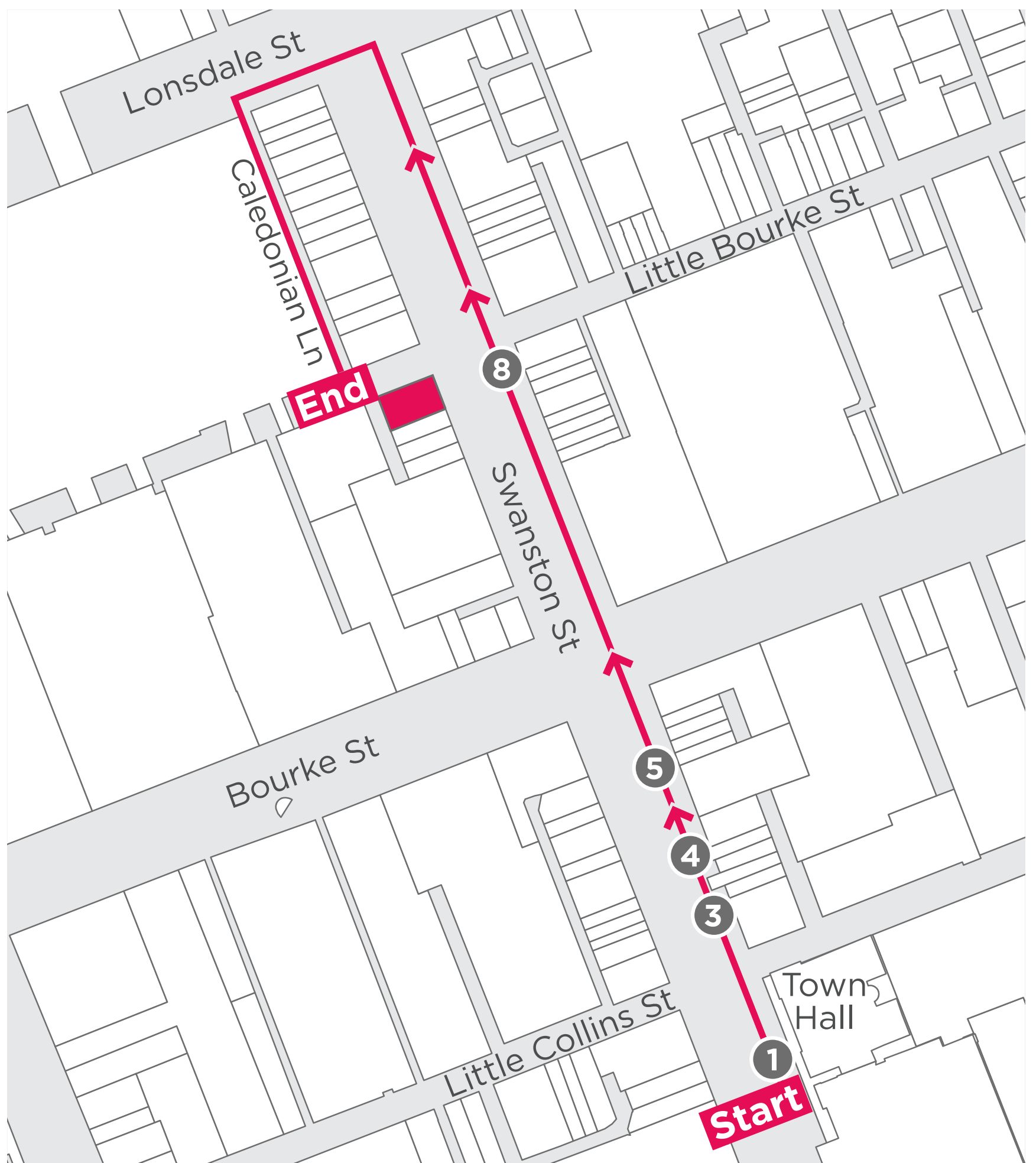


Excerpt of 1895 plan, Little Bourke Street at top, Swanston Street at right, Bourke Street at bottom (Image credit: Melbourne Metropolitan Board of Works, State Library of Victoria)



# STOP 8

The corner building  
is the former  
English, Scottish  
and Australian  
Bank, built 1928





This prominent bank building was designed by architect Henry Ware and constructed in 1928. It features Greek Revival stylistic features such as Ionic pilasters (columns with scroll-like ornament at their top). A number of English, Scottish and Australian Bank branches were built in this style but this is one of the most intact and best examples. The English, Scottish and Australian Bank was founded in the 1850s and had about 570 branches before it became part of the ANZ bank in 1970.



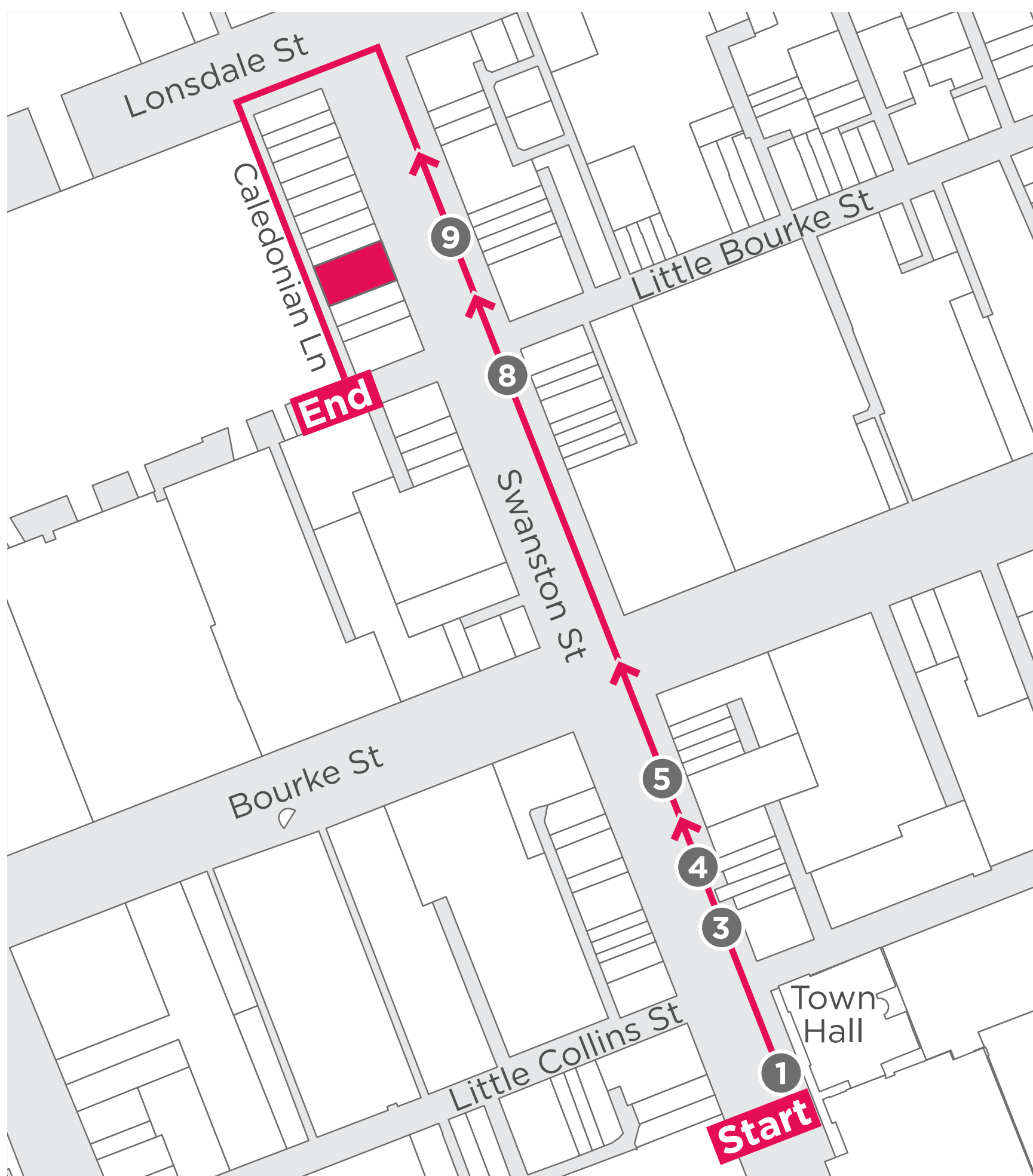
View north along Swanston Street, English, Scottish and Australian Bank on the left, 1952

(Image credit: D Thompson, State Library of Victoria)



# STOP 9

**Continue until  
you are opposite  
the former Swift  
and Rothberg  
showrooms,  
built 1912**





This pair of two storey shops was constructed in 1912 as the Swift and Rothberg show rooms and furniture warehouse. They are notable for their elaborate upper floor with flamboyant parapets with triangular pediments and large arch-headed windows.

The Herald newspaper of 30 May 1912 reported the new show rooms as a “distinct advance in the appearance of the northern section” of Swanston Street. They were built to a design by architect RG Webb and involved placing an upper storey over the existing two shops on the site, which were modernised with a “handsome show window, kauri fittings and metal ceilings” (Herald, 30 May 1912: 3).

The former Swift and Rothberg showrooms are part of a row of Victorian (1840-1900) and Edwardian (1900-1915) era buildings. The changes in the street over time can be seen on the next page.



1950s



VICTORIAN-ERA

EDWARDIAN-ERA

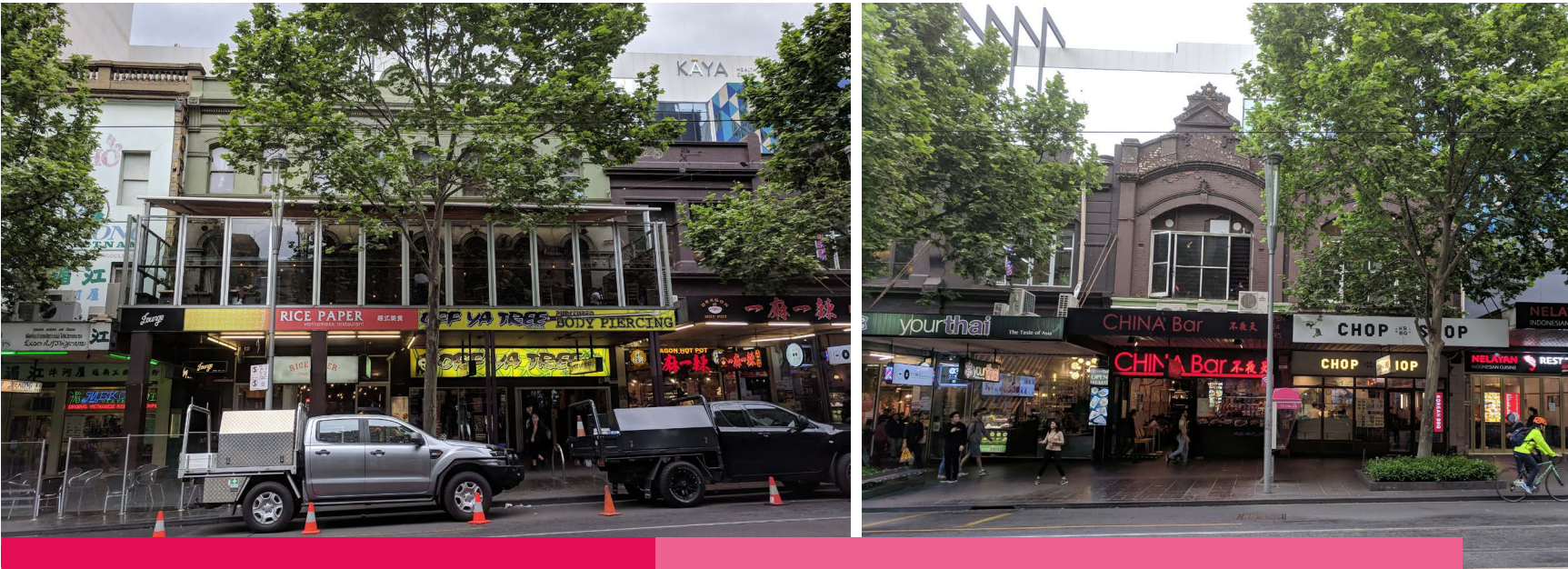
1984



VICTORIAN-ERA

EDWARDIAN-ERA

NOW



VICTORIAN-ERA

EDWARDIAN-ERA

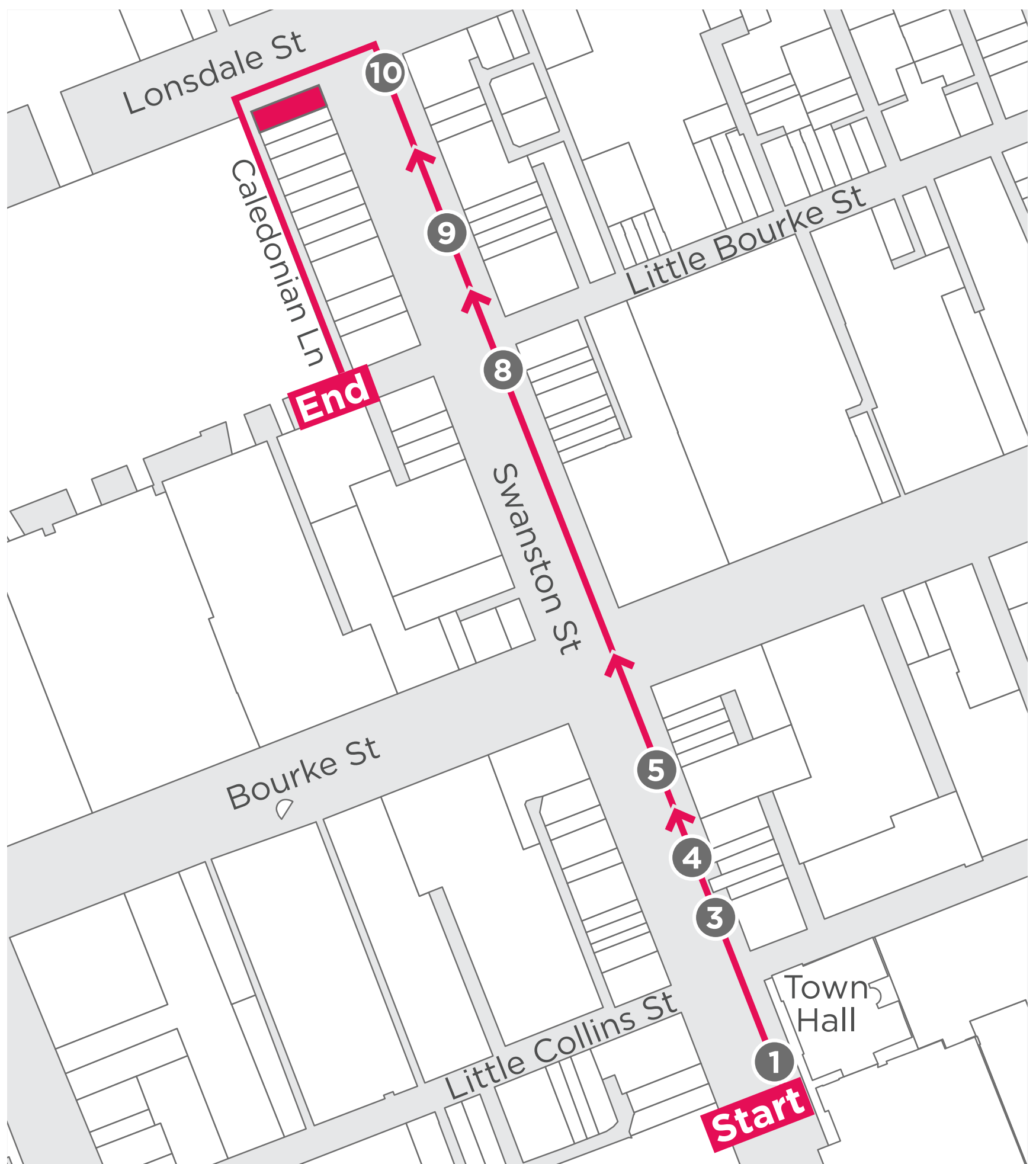
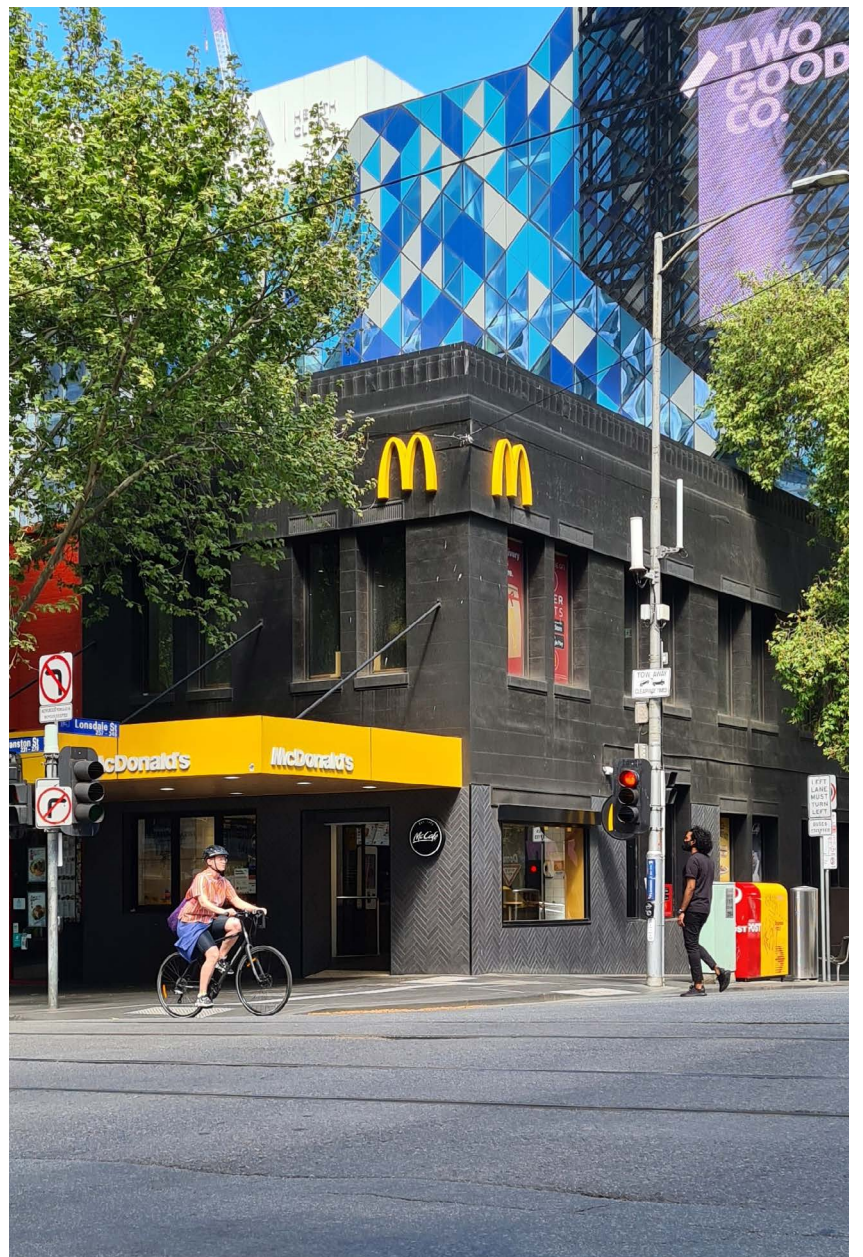
Victorian and Edwardian-era buildings along  
Swanston Street

(Image credits: top: Mark Strizic, State Library of Victoria, middle:  
Graeme Butler)



# STOP 10

**Continue north  
until you reach  
Coreglia House at  
Lonsdale Street,  
built 1926**





This building was designed originally for the Catholic Church as a six storey building. A two storey building was constructed perhaps due to the economic depression of the time. It was known as Coreglia House and incorporated ground floor shops and offices and clubrooms upstairs.



Illustration of Coreglia House from a collection of architectural drawings for the Catholic Church  
(Image credit: A Fritsch, undated, State Library of Victoria)



The National Australia Bank occupied this building from 1937 until the 2000s.

1950s



1984

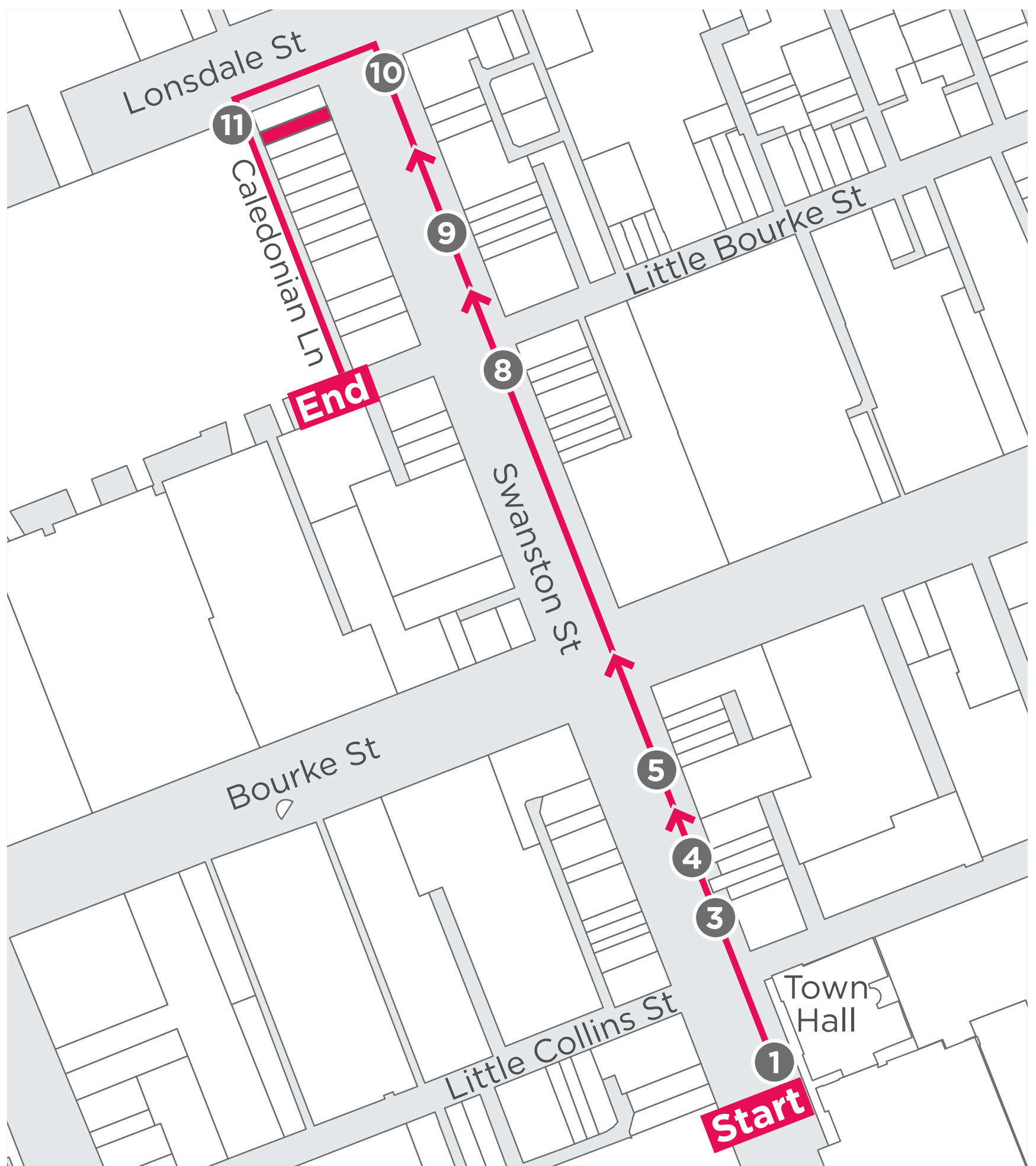
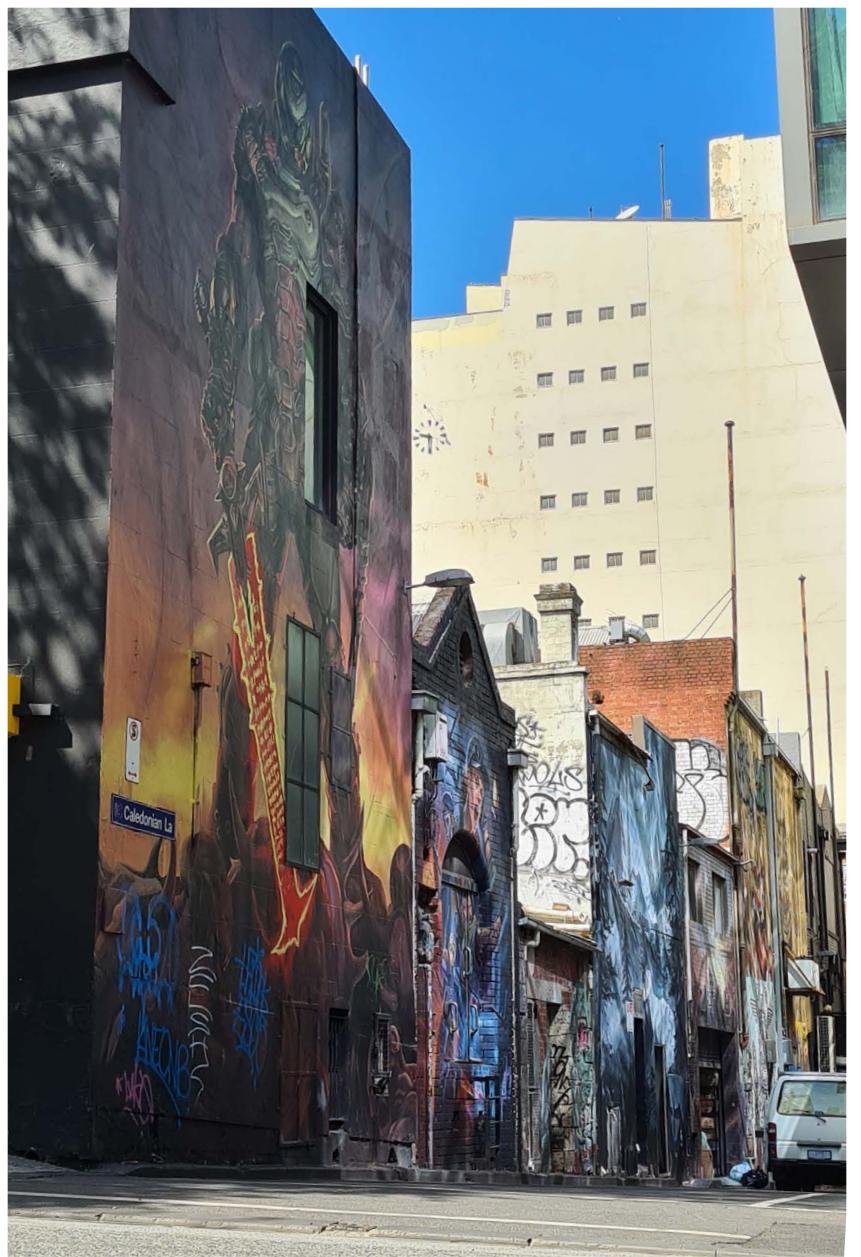


Top: Swanston Street looking south from Lonsdale Street, bottom: Corner Swanston and Lonsdale streets (Image credits: top: Rose Stereograph Co., State Library of Victoria bottom: Graeme Butler)



# STOP 11

Head west along  
Lonsdale Street  
and then down  
Caledonian Lane







**REAR OF  
273 SWANSTON ST**

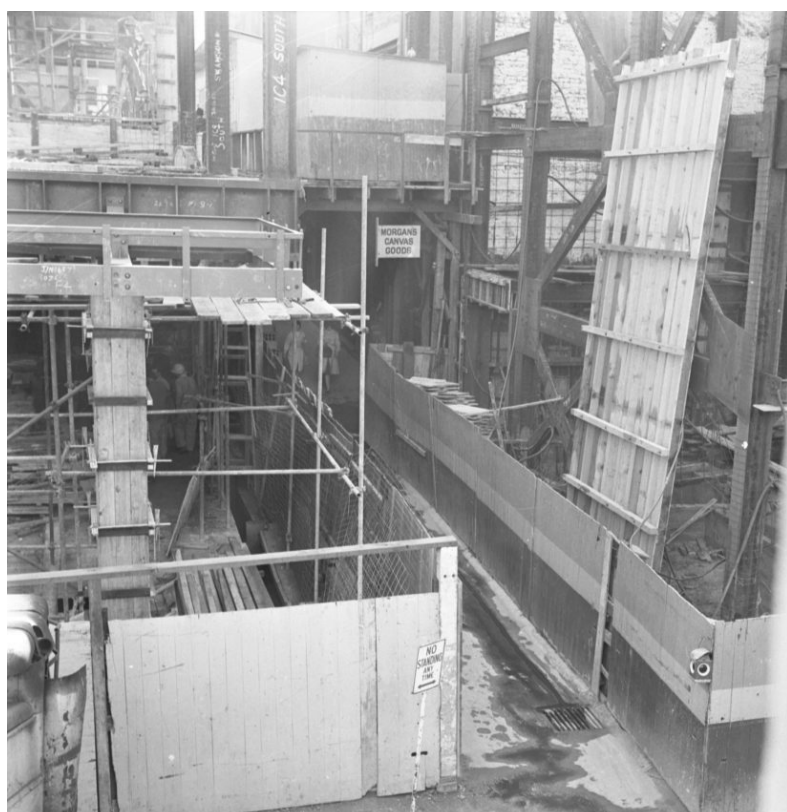
The buildings you walked past on Swanston Street back onto Caledonian Lane. The rear and sides of buildings are often where the oldest fabric can be seen, providing clues to original or early materials and occupants.

The rear of the buildings fronting Swanston Street have two and three storey brick facades with small windows and flat or gabled roofs. The rear of number 273 is notable for its small scale, arched opening, blue stone loading threshold and circular vent to the brick gable. Next door there are remnants of a blue stone wall.



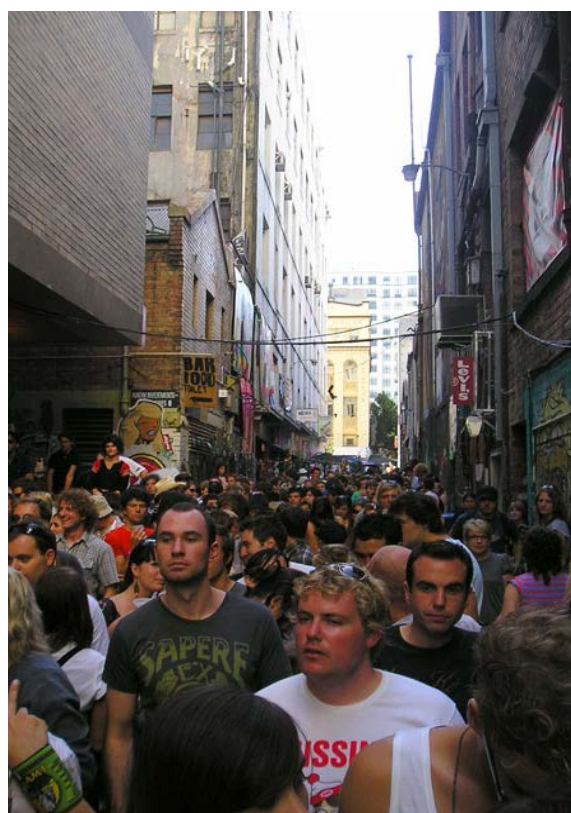
Caledonian Lane is now twice its original width after being widened as part of the Emporium development in 2010-2013. The photos on this page give a glimpse of the character of Caledonian Lane over the years. They show postwar buildings under construction on Little Bourke Street in the 1960s and the St Jerome's Laneway Festival in 2007.

## 1960s



Caledonian Lane  
looking north from  
Little Bourke Street

## 2007



Caledonian Lane looking south (left: retained heritage buildings on the left of image) and north (right)

(Image credits: top: City of Melbourne Art and Heritage Collection, bottom: Sandra Konrad)



**We hope you enjoyed the Swanston Stores self-guided walk, which was prepared as part of the Hoddle Grid Heritage Review.**

**The Hoddle Grid Heritage Review recommends heritage protection for more than 100 new places, some of which you have visited today.**

**Visit [Participate Melbourne](#) by 17 December 2020 to find out more and have your say.**

For full details of the images and sources used in this walk, visit [Participate Melbourne](#).