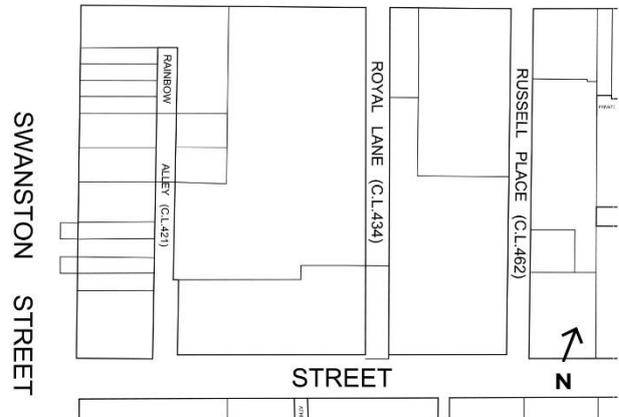
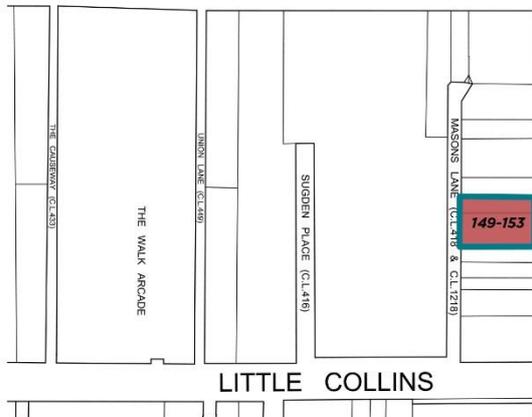


SITE NAME	Sanders and Levy Building
STREET ADDRESS	149-153 Swanston Street Melbourne
PROPERTY ID	109277



BOURKE STREET



SURVEY DATE: January 2018

SURVEY BY: Context

HERITAGE INVENTORY	H7822-1618	EXISTING HERITAGE OVERLAY	No
PLACE TYPE	Individual Heritage Place	PROPOSED CATEGORY	Significant
DESIGNER / ARCHITECT / ARTIST:	Reed Smart & Tappin	FORMER GRADE	C
		BUILDER:	McConnell & McIntosh
DEVELOPMENT PERIOD:	Federation/Edwardian Period (1902-c1918)	DATE OF CREATION / MAJOR CONSTRUCTION:	1900

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	5.4 Developing a retail centre

LAND USE

HISTORIC LAND USE	
Archaeological block no: 37	Inventory no: 618
Character of Occupation: Commercial	
inventory sheet not found	
THEMATIC MAPPING AND LAND USE	
1890s	Commercial
1920s	Commercial
1960s	Commercial

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

149-153 Swanston Street is located in the Swanston Street South Precinct and part of the retail core of the Hoddle Grid. The building comprising shops and studios was built in 1900 for Sanders and Company in the Romanesque revival style by architects Reed Smart & Tappin.

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). The growth of retailing was accompanied by the construction of warehouses to store goods.

Miles Lewis notes that various precincts within the city centre had emerged by the early 1840s, and that this pattern

remained little changed into the 20th century and which ... survives today – mercantile and warehousing activity near the Pool and the wharves, banking in central Collins Street, the retailing heart between Swanston and Elizabeth Streets, the medical precinct in the vicinity of Dr Richard Howitt's house in Collins Street East, and so on (cited in Context 2012:12).

Suburban retailing increased towards the end of the 1880s as greater Melbourne's population approached 280,000 and tramlines transported shoppers to suburban shops (Young and Spearritt 2008).

SITE HISTORY

Lewis Sanders, Abraham Levy and Joseph L Levy were partners in Sanders & Company, a retail emporium that appears to have its origins in the 1850s, with the Levy Brothers establishing a fancy goods and importing business (Regan, 2004). The Levy family business occupied many sites throughout the central city, culminating in the large Leviathan Stores at the south-west corner of Bourke and Swanston Streets (271-281 Bourke Street).

A three-storey shop was first constructed at today's 149-153 Swanston Street in 1876 for owners Sanders & Company, and built by builder Harry Lockington (MCC registration no 7005, as cited in AAI, record no 77701). In 1900, the shop was demolished and three shops with studios, designed by architects Reed Smart & Tappin were built by McConnell & McIntosh (*Age* 18 September 1900:2; MCC registration no 8058, as cited in AAI, record no 77740). A 1910 fire survey plan shows three three-storey shops in existence, which, by 1925, were occupied by a variety of businesses, including a chemist, an auctioneer, the Children's Welfare Association, a dentist, photographer, dance teacher, dressmaker and milliner (Mahlstedt Map no 11, 1910; S&Mc 1925).

Reed & Tappin, architects

Established by Joseph Reed upon his arrival to Victoria in July 1853, the practice changed its names time to time with the changes of key members. The University of Melbourne Archives describes the early history of the firm as follows:

One of Melbourne's leading architecture practices, the firm has designed many of Victoria's most prominent buildings. The firm was established by Joseph Reed, an architect who arrived from England in July 1853. Reed executed some important commissions before entering into partnership with Frederick Barnes in 1862.

In 1883 Anketell M Henderson and F J Smart, former employees of Reed and Barnes who had left to set up their own practice, re-joined the firm as partners. In 1890 Henderson left the partnership (UMA 2012).

In April 1883, W B Tappin joined the firm, and the adoption of the name Reed Smart & Tappin was announced on 17 April 1890 (Argus 25 April 1890:10). Reed died shortly after the announcement, and Tappin in 1905 (UMA 2012).

Following the deaths of Reed and Tappin;

F J Smart, now the head of the firm, died two years later and N.G. Peebles, head draughtsman, became a partner with C.P. Smart (son of F.J.) under the style of Smart, Tappin and Peebles.

E A Bates, who had been trained with the firm and entered into practice with R G Hyndman, re-joined Bates, Peebles and Smart to proceed with work on the new Reading Room of the Public Library.

In 1922 Peebles died; and in 1936 Bates and Smart were joined by W O McCutcheon. The name of Bates, Smart & McCutcheon was retained through subsequent changes... (UMA 2012).

Trading as Bates Smart from 1996, the firm is known as the oldest continually operating architectural firm in Australia.

SITE DESCRIPTION

149-153 Swanston Street is located in the Swanston Street South Precinct and part of the retail core of the Hoddle Grid. The building is designed in the Romanesque revival style and is three bays wide and three storeys high with a parapet and signage panel above the top floor windows. The dominant feature of the composition are the three large windows per floor that take up most of the façade. The first-floor windows are faceted bays and the second-floor features round arch-headed windows. The masonry which features banded brick and render is framed as large giant order arches around the windows. Decorative panels fill the spaces between the first and second floors and ornamental stucco in Art Nouveau style is draped around the upper floor windows. Much of the original timber joinery appears to be intact, dividing each into six sashes per window. An unusual curved transom to the second-floor windows provides more decoration to the façade.

INTEGRITY

149-153 Swanston Street has high integrity to the upper two floors but has been altered at the ground floor level by the addition of new shopfront windows and a cantilevered verandah. The painted surface conceals banded brick and render pillars to the upper floors.

COMPARATIVE ANALYSIS

Other retail buildings by Reed Smart & Tappin

Reed Smart & Tappin were amongst the most prominent architects of the 1880s and 1890s in Melbourne. The practice was highly skilled in the prevailing architectural styles of the period and their capabilities included Gothic revival for churches and institutions, Edwardian baroque for department stores, Romanesque and Renaissance revival styles for commercial premises. In the 1890s and early 1900s Romanesque revival was a popular choice for Melbourne's commercial buildings, both large and small. This style was closely followed c.1910-1920 by large department stores in the Edwardian baroque style. The images and descriptions below are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

Mutual Store, 256 Flinders Street Melbourne, 1891 (HO656, Significant in HO506 Flinders Lane Precinct)

The original Mutual Store was established in 1872 and the present Edwardian baroque building resulted from a major reconstruction in 1891. The Mutual Store was one of several large variety warehouses in Flinders Street and was also constructed by McConnell and McIntosh.



Figure 1.256-258 Flinders Street constructed 1891.

Ball and Welch Building, 172-192 Flinders Street, 1899 (Significant in HO505 Flinders Gate Precinct, Significant in HO506 Flinders Lane Precinct)

The former Ball and Welch department store has been incorporated (with the Travellers Association building) into the Flinders Gate carpark. It features quite similar façade elements to 149-153 Swanston Street, although a much larger building with a storey added.



Figure 2. 172-192 Flinders Street constructed 1899.

Other Edwardian-era retail premises

In the central city, the Romanesque revival style was adopted in the 1880s-1900, often combined with Art Nouveau-influenced ornament. Red brick with limited render accents were the preferred materials, and facades were articulated with large-scale round-arches, sometimes with window bays set into them. The style was also used for more modest factories and warehouses along Flinders Lane. Many small shops or warehouses constructed during the Edwardian era in Romanesque revival styles are still found around the central city. These small scale buildings are typically built of face brick and contrasting render detail and feature rounded arch windows.

Tye & Company, former furniture store, 93 Little Bourke Street, 1907 (HO686, Significant in HO507 Little Bourke Street Precinct)

Incorporated into the rear of the Paramount development, this four-storey retail building was designed in 1907 in the Romanesque style.



Figure 3. 91 Little Bourke Street constructed 1907. (Source: HERMES 131386)

37 Little Collins Street, 1906 (Interim HO1276 – recommended as significant in the Hoddle Grid Heritage Review)

The two-storey brick building at 37 Little Collins Street was designed by architects H W & F B Tompkins. The construction date is estimated to be 1906.



Figure 4. 37 Little Collins Street constructed. (Source: CoM, 2018)

209-211 Russell Street, 1907 (Contributory in HO507 Little Bourke Street Precinct)

A two-storey brick building with ground level retail. Built for the tobacconist and property investor Mr Ross Lewin in 1907. The facade features some Art Nouveau decorative detailing.



Figure 5. 209-211 Russell Street constructed 1907.

Royal Arcade, 148-150 Elizabeth Street, 1902 (HO543; Significant in HO509 Post Office Precinct)

A three-storey rendered brick arcade including a basement with entrances to Bourke, Little Collins and Elizabeth Streets. Designed for the barrister Howard Spensley by Charles Webb in the Italianate style. The Elizabeth Street extension in Romanesque revival style pictured below was built in 1902.



Figure 6. Royal Arcade 148-150 Elizabeth Street constructed 1902.

The Sanders & Company retail store and studios is an equivalent architectural quality and a particularly high level of integrity when compared with the examples above. It is also a modest example of the work of Reed Smart & Tappin whose practice completed many major commissions. While displaying similar characteristics to other examples at 93 Bourke Street and 37 Little Collins Street, 149-153 Swanston Street is notable for its applied stucco ornamentation and the integrity of the window joinery to the two upper storeys.

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

149-153 Swanston Street is also contributory to the Swanston Street South Precinct.

REFERENCES

Australian Architectural Index (AAI), as cited. Copyright Miles Lewis.

Context Pty Ltd 2012, *Thematic History: A History of the City of Melbourne's Urban Environment*, prepared for the City of Melbourne.

Melbourne Heritage Action 2015, <https://www.flickr.com/photos/136630704>, accessed 20 March 2018.

Mahlstedt, G 1910, *Index to City of Melbourne detail fire survey*, Mahlstedt, Melbourne.

Mahlstedt's Pty Ltd 1925, *City of Melbourne detail fire survey. Section 1*, Mahlstedt Pty Ltd, Melbourne.

Regan, A. (2004) Levy Brothers, Retailers, Melbourne, Victoria in Museums Victoria Collections <https://collections.museumvictoria.com.au/articles/2192>
Accessed 24 June 2018.

University of Melbourne Archives (UMA) 2012, 'Bates, Smart & McCutcheon Pty Ltd' collection summary, <http://gallery.its.unimelb.edu.au/>, accessed 19 June 2018.

Young, John and Spearritt, Peter 2008, 'Retailing' in *eMelbourne*, School of Historical and Philosophical Studies, The University of Melbourne, <http://www.emelbourne.net.au/biogs/EM01241b.htm>, accessed 13 June 2017.

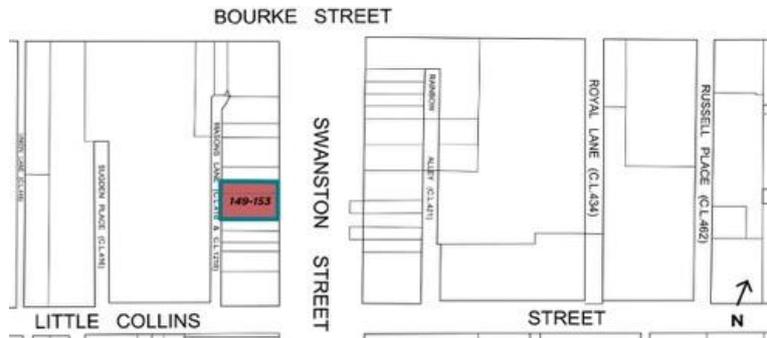
PREVIOUS STUDIES

Central Activities District Conservation Study 1985	D
<hr/>	
Central City Heritage Study 1993	C
<hr/>	
Review of Heritage overlay listings in the CBD 2002	Ungraded
<hr/>	
Central City Heritage Review 2011	Ungraded

STATEMENT OF SIGNIFICANCE

Heritage Place: Sanders and Levy Building

PS ref no: Interim HO1294, Significant in Interim HO1289



What is significant?

The three-storey shops and studios at 149-153 Swanston Street, Melbourne, built in 1900 by Sanders & Company and designed by Reed Smart & Tappin.

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

- The building’s original external form, materials and detailing (first and second floors);
- The building’s high level of integrity to its original design (first and second floors);
- Banded brick and render to the façade;
- Pattern and size of original fenestration, and original window joinery;
- Giant order arches framing the windows;
- Parapet and signage panel; and
- Decorative spandrels and ornamental Art Nouveau style stucco detailing around upper floor windows.

Later alterations made at the ground level are not significant.

How it is significant?

149-153 Swanston Street, Melbourne, is of local historic, representative and aesthetic significance to the City of Melbourne.

Why it is significant?

The Sanders & Company building at 149-153 Swanston Street is historically significant for its demonstration of retailing and other commercial activity at the turn of the century. Historically the

building is associated with the Levy family of Lewis Sanders, Abraham Levy and Joseph L Levy who as Sanders & Company, established stores from the 1850s, culminating in the nearby Leviathan Stores at 271-281 Bourke Street. (Criterion A)

The three-storey building at 149-153 Swanston Street is a notable example of an Edwardian commercial building in the Romanesque revival style. The present buildings share characteristics with other larger and more prominent retail buildings by Reed Smart & Tappin such as the Mutual Store and the Ball and Welch building, both in Flinders Street. 149-153 Swanston Street is distinguished by its relatively high integrity compared with the Ball and Welch building and 93 Little Bourke Street that have been incorporated into contemporary developments. (Criterion D)

149-153 Swanston Street is aesthetically significant for its contribution to the Swanston Street South Precinct. Characteristics that contribute to its individual significance include the masonry arches banded in face brick and render (now overpainted but just visible), the elaborate windows to first and second floor levels, each with their original or early timber joinery and the ornate stucco decoration around the upper floor windows in Art Nouveau style. (Criterion E)

Primary source

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

