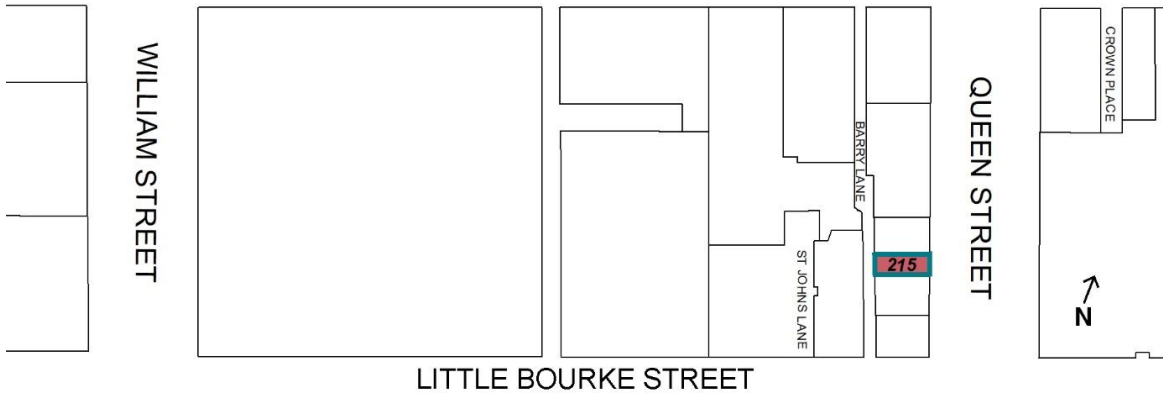


<b>SITE NAME</b>	Shop
<b>STREET ADDRESS</b>	215 Queen Street Melbourne
<b>PROPERTY ID</b>	108077



LONSDALE STREET



SURVEY DATE: October 2018

SURVEY BY: Context

<b>HERITAGE INVENTORY</b>	H7822-1238	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Henry Hare & Hare	<b>FORMER GRADE</b>	C
		<b>BUILDER:</b>	Not known
<b>DEVELOPMENT PERIOD:</b>	Interwar Period (c1919-c1940)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1927

## 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 Vols. 3 & 4 June 2016) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.5 Building a manufacturing capacity

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 19	<b>Inventory no:</b> 238
<b>Character of Occupation:</b> Commercial, Residential	
Land sale details not provided	
1866 Cox	Two-storey building
1880 Panorama	Two-storey building
1888 Mahlstedt	Two-storey building, J Reid then F Harlem, Tailor
1905/6 Mahlstedt	Two-storey building, J Reid then F Harlem, Tailor
THEMATIC MAPPING AND LAND USE	
1890s	Manufacturing
1920s	Bank, Café
1960s	Manufacturing, Offices

## 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

215 Queen Street, Melbourne, is a two-storey shop and business premises, constructed in 1927 to a design by Henry Hare & Hare, architects and consulting engineers. The building was long associated with the manufacturing industry in Melbourne, including around 30 years with tailor, Phillip Alfred Whitcroft.

## HISTORICAL CONTEXT

### Building a commercial city

#### *Building a manufacturing capacity*

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).

By the early 1840s, Elizabeth and Swanston streets, from the Town Hall in the east and the General Post Office to the west, had become the focus of retail activity, influenced also by the location of the Western Market in the west of the city. The Eastern Market opened in 1847 as a fruit and vegetable market on the corner of Stephen Street (later Exhibition Street) and Bourke Street and drew retail further east. The department store Buckley and Nunn opened in 1854, establishing Bourke Street as the preferred retail strip.

With the economic boom of the 1880s, the 1880s-1890s was a decade of significant expansion in Melbourne. Investment funds poured in from Britain, imposing buildings were constructed, and speculation reached fever pitch in land, houses, offices and shops (Marsden 2000:28). As Graeme Davison states, commercial Melbourne extravagantly asserted 'her wealth in stucco and stone' (cited in Marsden 2000:28). Multi-storey shop and dwelling type buildings housing ground-level shop with rooms above were constructed across the retail strips of Melbourne (Lovell Chen 2017:220).

Development slowed during the economic depression of the 1890s, only recovering with the revival of immigration in the first decades of the twentieth century. Although affected by World War One in the period 1914-1918, by the end of the 1920s Melbourne's population had reached one million people. In the first decades of the twentieth century, the demand for residential development declined in central Melbourne as many residents moved out of the city to the suburbs, and the booming retail and manufacturing sectors rapidly took up available city properties (Marsden 2000:29-30).

Development in the city slowed with the widespread economic depression of the later 1920s and early 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially remodelled to create new commercial spaces.

Through until the 1940s many city factories and warehouses were left empty or converted for other uses (Context 2012:35). From the end of World War Two to the beginning of the 1970s, Melbourne underwent the most sustained growth in its history, mostly based on the manufacturing industry.

## SITE HISTORY

The site at 215 Queen Street is part of Crown Allotment 10, Block 19, originally purchased by C Scott from Melbourne. The site was occupied by a two-storey building from 1866. Between c1888 and c1910, tailor F Harlem was the tenant of the building (Fels, Lavelle, Mider 1993, Inventory no 238). The former Victorian building was replaced with the current two-storey shop in 1927.

In March 1927, Henry Hare & Hare, architects and consulting engineers, invited tenders for erecting a two-storey shop and business premises at 215 Queen Street for the owner Harris Dunman Hurst (*Argus* 23 March 1927:4; RB 1927-29). The building application was lodged with the City of Melbourne in April 1927, with the construction cost stated as £1280. The building works continued throughout the year, and in November 1927, a shopfront was erected on the ground floor at a cost of

£150 (MBAI 9580, 10145). In 1929, the City of Melbourne Rate Book listed the building as a 'brick counting house' (RB 1929).

A Fire Survey Plan shows the double-storey brick shop with reinforced concrete floors and steps to the upper level located near the southern wall of the building. There was also a rear entrance to the building as seen in Figure 1 (RM 1929; Mahlstedt Map section 1, no 16, 1923 - amended after 1927).

During the first years, several short-term tenants traded in the building. The ground floor was initially tenanted to the National Bank of Australasia, which opened on 23 January 1928 with E H Wreford as the chief manager (*Herald* 19 January 1928:7). The branch had moved from the premises by c1934 (S&Mc 1935). Jerdan & Eyton tea rooms were located on the upper level, then addressed as 215a Queen Street, between 1928 and c1931 (S&Mc 1929-32). For a short period in 1935, the Ruskin Ticket Writing School provided classes at 215 Queen Street (*Age* 5 Age 1935:3).

From c1934 to the late 1950s, Arthur Elwyn Parsons, New South Wales-born scientific instrument maker, occupied 215a Queen Street, likely to be the upper level of 215 Queen Street. Parsons sold metal cabinets and professional surveying and scientific tools, employing full-time cabinetmakers and joiners to manufacture the items (S&Mc 1935-55; *Age* 13 June 1942:12; 12 July 1950:19).

Around the same period, between 1936 and the early 1960s, the main address 215 Queen Street, presumably the ground floor, was tenanted by Phillip Alfred Whitcroft, tailor. A newspaper advertisement published in August 1936 described the new premises of Whitcroft as a 'commodious and up-to-date' space that had fitting rooms, workrooms and a window display (*Advocate* 13 August 1936:9; S&Mc 2938-1960). Well known to Melbourne's Catholic community, Whitcroft opened the premises at 215 Queen Street for church gatherings and meetings. In 1938, a meeting was held at the subject site for arranging the La Verna Ball, which was held at Earl's Court, St Kilda, with supervision of St Paschal's Franciscan House of Studies, Box Hill (*Argus* 5 August 1938:4). In 1949, members representing 18 groups of the Catholic War Veteran's Association held their quarterly meeting at the office of Whitcroft (*Advocate* 23 June 1949:23).

Later tenants at 215 Queen Street included Bancroft's dry cleaners, c1960-65; Top 4, c1970; Spotless, c1974, and I Amiet, photographer (S&Mc 1960-1974).



Figure 1. Extract from Mahlstedt map showing 215 Queen Street in 1923. (Source: Mahlstedt Map Section 1 no 16 1923)

In mid-1988, the shopfront was altered at a cost of \$6000, and in April 1989, the property was advertised for sale (MBAI 64700; Age 1 April 1989). The building was refurbished again in 1996, and currently houses a restaurant (CoMMaps).

*Henry Hare & Hare, architects*

The Victorian Heritage Register citation for the Neo-Greco styled former ES&A Bank at 219-225 Swanston Street Melbourne, also designed by Hare & Hare, describes the firm as follows:

*Henry Hare was an engineer for Johns and Waygood before entering into partnership with C H Ballantyne in 1919, following the death of Ballantyne's partner, Percy Oakden, in 1917. This partnership appears to have continued until 1925 and the partnership of Henry Hare & Hare was then formed. Few buildings are recorded as being designed by this firm of architects, however their work includes the ES&A Bank, Swanston Street; Rycroft Hall, South Yarra (by 1929); a distillery, Corio (by 1929) and Dominion House, 57 Flinders Lane (by 1931). The latter is an example of a very simple stripped classical building with alternating pilaster strips (originally of red brick but now painted) and vertical rows of multi-paned windows (VHD).*

## SITE DESCRIPTION

Located on the western side of Queen Street between Lonsdale and Little Bourke streets, and with a rear boundary to Barry Lane to the west, 215 Queen Street, is a two-storey shop with rendered finish to the Queen Street façade, constructed in 1927. The Barry Lane elevation is of face brickwork, which has been partially overpainted in the lower section.

The Queen Street façade is symmetrical and exhibits some aspects of the Neo-Greco or Classical Revival styles, as well as the influence of the Inter-War Commercial Palazzo style, which was in vogue at the time for much more substantial buildings. Projecting rusticated pilasters, a deep parapet with simple triangulated pediment and restrained geometric motifs are the characteristics of the Neo-Classical style buildings. At the upper level, the façade is of painted render over loadbearing brickwork, and there are three vertically proportioned rectangular window openings with simple masonry architraves. The original steel framed windows appear to be extant, although they may be contemporary replicas of the originals.

At street level, the original shopfront appears to be largely intact, including the leaded glass toplight with a diagonal geometric pattern that extends across the full extent of the shopfront, and the metal frame shopfront with recessed entry door also appears to be original. A masonry pilaster with a fluted capital supports the first floor spandrel at each end of the building.

The Barry Lane elevation is of unpainted loadbearing face brickwork with a low parapet. The original window openings with their steel frame windows and large central loading door are extant, with a continuous rendered lintel over. Low windows with fitted with later security bars allow for lighting into the rear section of the ground floor.

## INTEGRITY

215 Queen Street is highly intact with few changes visible to the original or early elements of the building. The building retains painted render principle façade to Queen Street, with rusticated

pilasters, a deep parapet with simple triangulated parapet and restrained geometric motifs. It substantially retains its original shopfront and possibly upper floor steel frame windows, pattern of openings and timber frame windows. The building also retains its original built form and scale, as well as materials and stylistic details. Overall, the building has very high integrity.

### COMPARATIVE ANALYSIS

215 Queen Street is a highly intact example of a modest two-storey shop, constructed in the early interwar period and exhibiting some aspects of the Neo-Greco or Classical Revival styles. With its modest scale, detailing and commercial use, it can be compared with other interwar period commercial or retail buildings. Erected to serve as daily retail points, the small number of surviving shops can be found in both main streets and smaller laneways in the peripheral precincts around the main commercial area of central Melbourne. Whilst the upper storeys have become more used for storage or other uses rather than residential, the ground floors of these examples continue to operate as commercial outlets.

The subject building is comparable with the following examples, being of a similar use, scale, location and creation date. The below images and descriptions are provided by CoMMaps unless stated otherwise, with images dating from c2000 or later.

*Hill of Content Bookshop, 86 Bourke Street, 1925 (HO538, HO500 Bourke Hill Precinct)*

Three storey rendered brick shop. Designed by Peck & Kempter in the Grecian Revival style and built in 1925. Architecturally a typical neo-Grecian commercial design which retains much of its upper level and canopy detailing but more significant for its (continuing) association with book selling and publishing in an area haunted by the Melbourne bohemians of the interwar period.



Figure 2. 86 Bourke Street, built in 1925.

*307-311 Elizabeth Street, 1927 (Significant in HO1204 Elizabeth Street West Precinct)*

Two-storey brick building built in 1927 as a motor showroom for Stillwell & Parry (Lovell Chen 2017:51).

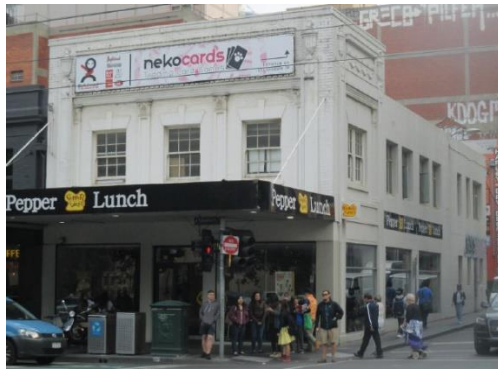


Figure 3. 307-311 Elizabeth Street, built in 1927. (Source: Lovell Chen 2017)

*295-297 Elizabeth Street, circa 1930s (Contributory in HO1204 Elizabeth Street West Precinct)*

Two- storey rendered brick shop. Built in the early 1930s.



Figure 4. 295-297 Elizabeth Street, built in the early 1930s. (Source: Google 2019)

*349 Elizabeth Street, c1920s (Contributory in HO1204 Elizabeth Street West Precinct)*

Two-storey concrete rendered shop. Built in the 1920s in Neo-Greco style.



Figure 5. 349 Elizabeth Street, built in the c1920s.

*349-351 Little Bourke Street, c1916-25 (Contributory in HO1204 Elizabeth Street West Precinct)*

Two-storey brick building. Built inter-war.



Figure 6. 349-351 Little Bourke Street, built between c1916-1925.

215 Queen Street is a highly intact example of a modest two-storey shop/office, a common building typology in central Melbourne throughout the period from the mid nineteenth century into the interwar period. The building is somewhat unusual in that, having been constructed in the latter part of this phase of low scale retail development, it exhibits some aspects of the Neo-Greco or Classical Revival styles that gained popularity during the interwar period, generally reserved for much more substantial buildings. Moreover, it is highly intact, especially as it substantially retains its original shopfront, as in most cases these elements have been replaced over time in response to changing retail requirements.



In terms of typology and period, 215 Queen Street is generally comparable to the above HO listed interwar period buildings with some aspects of the Neo-Greco style or other decorative detailing derived from classic architecture. It is particularly comparable to Hill of Content Bookshop at 86 Bourke Street, constructed in 1925, and the building at 307-311 Elizabeth Street, constructed in 1927. 215 Queen Street is also comparable to the modest examples such as 295-297 Elizabeth Street, 349 Elizabeth Street and 349-351 Little Bourke Street, but is distinguished for its high degree of integrity, retaining early elements including the metal-framed shopfronts on the ground level.

## ASSESSMENT AGAINST CRITERIA

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### CRITERION A

Importance to the course or pattern of our cultural or natural history (historical significance).

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### CRITERION B

Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

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### CRITERION C

Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

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### CRITERION D

Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

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### CRITERION E

Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

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### CRITERION F

Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

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### 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).

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### CRITERION H

Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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**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

Advocate, as cited.

Age, as cited.

Argus, as cited.

City of Melbourne Maps (CoMMaps) 2018, <http://maps.melbourne.vic.gov.au/>, accessed 7 December 2018.

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

Fels, M, Lavelle S, and Mider D 1993, 'Archaeological Management Plan', prepared for the City of Melbourne.

Herald, as cited.

Lovell Chen 2017, 'Melbourne Planning Scheme Amendments C271 and C301 – Guildford and Hardware Laneways Heritage', prepared for the City of Melbourne.

Marsden, Susan 2000, Urban Heritage: the rise and postwar development of Australia's capital city centres, Australian Council of National Trusts and Australian Heritage Commission, Canberra.

Melbourne Building Application Index (MBAI), retrieved from Ancestry.com 2015, Victoria, Australia, Selected Trial Brief and Correspondence Registers and Other Images, 1837-1993 [database online], <http://ancestry.com.au>, accessed online December 2018.

Sands & McDougall, Melbourne and Suburban Directories (S&Mc), as cited.

Victorian Heritage Database (VHD), 'ES & A Bank' Victorian Heritage Register ID H0390, accessed online December 2018.

Young, John and Spearritt, Peter 2008, 'Retailing', eMelbourne, School of Historical & Philosophical Studies, The University of Melbourne, <http://www.emelbourne.net.au/biogs>, accessed 20 January 2019.

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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

Ungraded

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**Central City Heritage  
Review 2011**

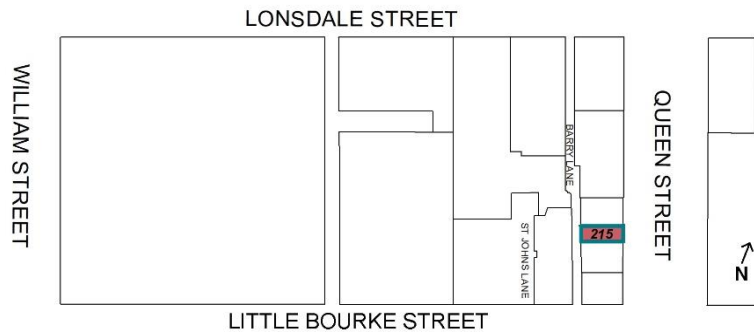
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**STATEMENT OF SIGNIFICANCE**

**Heritage Place:** Shop

**PS ref no:** HOXXXX



**What is significant?**

The two-storey building at 215 Queen Street, Melbourne, built in 1927 to a design by architects Henry Hare & Hare, is significant.

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

- The original building form and scale;
- The original painted render brick wall façade to Queen Street and pattern of fenestration including rusticated pilasters, deep parapet with triangulated pediment, restrained geometric motifs and rectangular window openings;
- The original components of metal frame shopfront with recessed entry door and leaded glass toplight;
- The original steel framed windows (although may be contemporary replicas of the originals); and
- The original face brick elevation to Barry Lane and pattern of fenestration and original steel frame windows.

**How it is significant?**

215 Queen Street, Melbourne, is of local historic and representative significance to the City of Melbourne.

**Why it is significant?**

The building at 215 Queen Street, built for the owner Harris Dunman Hurst in 1927 to a design by architects Henry Hare & Hare, is historically significant for the evidence it provides of the retail and manufacturing expansion in central Melbourne in the 1920s, a key phase in the expansion of

commercial development in the city of Melbourne prior to the widespread economic depression of the later 1920s and early 1930s. By the end of the 1920s Melbourne's population had reached one million, and many residents moved out of the city to suburbs, with the retail and manufacturing sectors rapidly taking up city properties. Two long-term tenants of the building were scientific instrument maker Arthur Elwyn Parsons, from c1934 to the late 1950s, and tailor Phillip Alfred Whitcroft, from 1936 to the early 1960s. As small-scale manufacturers Parsons and Whitcroft typified the businesses that contributed to Melbourne's most sustained growth in its history from the end of World War Two to the beginning of the 1970s, mostly based on the manufacturing industry. (Criterion A)

The building at 215 Queen Street is significant as a highly intact, somewhat unusual and well executed example of an interwar two-storey shop and business premises that exhibits some aspects of the Neo-Greco or Classical Revival styles derived from classic architecture, in vogue at the time for much more substantial (especially commercial) buildings. The shop building features key characteristics of the style and building type, including rusticated pilasters, deep parapet with triangulated pediment, restrained geometric motifs and rectangular window openings. The building is also notable for its substantially intact shopfront, including the leaded glass toplight that includes the geometric pattern continued in the decorative theme of the upper section of the building. (Criterion D)

**Primary source**

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

