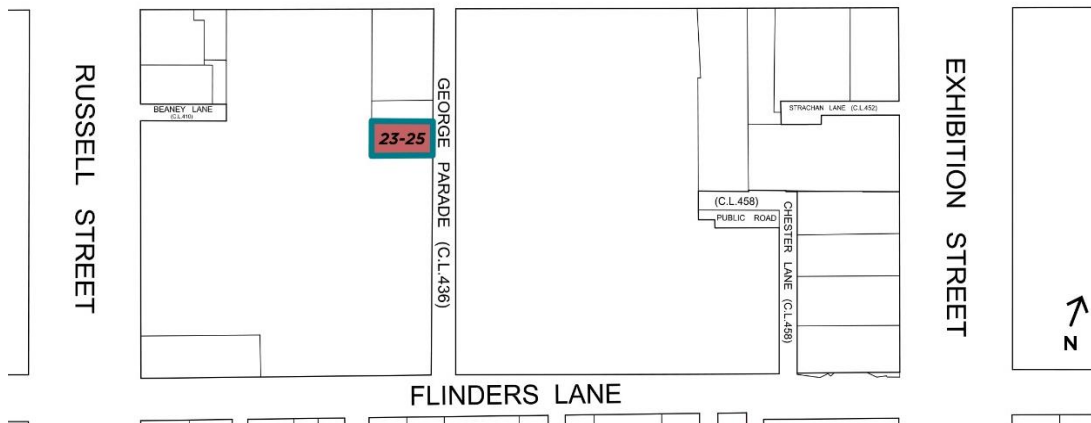


| | |
|-----------------------|--|
| SITE NAME | CitiPower (formerly Melbourne City Council Substation) |
| STREET ADDRESS | 23-25 George Parade Melbourne |
| PROPERTY ID | 104215 |



COLLINS STREET



SURVEY DATE: October 2017

SURVEY BY: Context

| | | | |
|---------------------------------------|--|---|----------------|
| HERITAGE INVENTORY | H7822-1828 | EXISTING HERITAGE OVERLAY | No |
| PLACE TYPE | Individual Heritage Place | PROPOSED CATEGORY | Significant |
| | | FORMER GRADE | Ungraded |
| DESIGNER / ARCHITECT / ARTIST: | Not confirmed, but likely to be the architects' office at Melbourne City Council | BUILDER: | James Anderson |
| DEVELOPMENT PERIOD: | Interwar Period (c1919-c1940) | DATE OF CREATION / MAJOR CONSTRUCTION: | c1938 |

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 |
| 6 Creating a functioning city | 6.7 Transport |
| | OTHER SUB-THEMES |
| | 6.3 Providing essential services |

LAND USE

| HISTORIC LAND USE | |
|---|---|
| Archaeological block no: 55 | Inventory no: 828 |
| Character of Occupation: Commercial, Services/Infrastructure | |
| Fourth land sale 1838, Block 7 Allotment 16, Archibald Walker. Subdivisions, lanes by 1840. | |
| 1840 Russell | |
| 1866 Cox | |
| 1880 Panorama | |
| 1888 Mahlstedt | Single-storey building; Veterinary Shoeing Forge. |
| 1905/6 Mahlstedt | Single-storey building. |
| THEMATIC MAPPING AND LAND USE | |
| 1890s | Not able to be determined. |
| 1920s | Power. |
| 1960s | Power. |

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

23-25 George Parade is one of several small-scale electrical substations built in the interwar period as part of the expansion of electricity supply and distribution. It operated for over 60 years as part of the Melbourne City Council's Electricity Supply Department. It continues to operate as a substation.

HISTORICAL CONTEXT

Creating a functioning city

Transport

The *Encyclopedia of Melbourne* contains the following information about transportation in early Melbourne:

Melbourne's first horses came in the mid-1830s with overstraiters from Tasmania and then overland from Sydney. With bullocks, which they eventually superseded in urbanising areas, horses provided the source of motive power on which the city was built, industry, agriculture and transport depended, and the economy was ultimately founded...Horse-drawn omnibuses were the backbone of the public transport system until the 1870s. As a means of private transport, horses were slowly displaced, initially by bicycles and from the early 20th century by the motor car. Until then hansom cabs served the expanding central city area and coaching companies such as Cobb & Co. provided services to regional areas, while a great variety of private horse-drawn vehicles plied the streets of city and suburbs (May 2008).

Motor vehicles transformed the city. David Wixted writes,

Motor car numbers rose from around 30 vehicles in 1903 to 1590 in 1910. The Victorian Petroleum Act 1912 introduced regulated petrol storage, resulting in an increase in motor garages selling petrol...By 1923 pumps were permitted at those city motor businesses concentrated in Elizabeth Street, though barred from many other central streets...These stations required safe underground storage and pumping facilities to participate in the bulk-price discount schemes. Growing municipal concern over the safety of kerbside pumps was a factor in the development of drive-in service stations, the first of which were constructed in Malvern and Prahran in 1926 (Wixted 2008).

Providing essential services

Melbourne was one of the first major cities in the world, along with London and New York, to have a public electricity supply where electricity was distributed from a central generating station for use by paying private customers and for public street lighting. The nascent electricity supply enterprises adapted quickly to a new public utility technology that had its origins in the UK, USA and Europe but 'which enabled local ingenuity and entrepreneurial spirit to flourish'. In addition, Melbourne's early public electricity supply development encompassed most of the evolutionary technical and structural facets of the industry (Pierce 2009:8). The Melbourne City Council was the first metropolitan council to establish its own electricity supply and distribution network in 1894.

By 1903 the Melbourne City Council Electricity Supply Department (MCCESD) was one of four electricity supply companies in Victoria and supplied 53.6 per cent of total generating capacity. Electric trams relied on this power supply when they commenced operation in Melbourne in 1906. The Melbourne Electricity Supply Co (MES Co.) formed in 1907, when the Electric Light & Traction Company changed its name (Pierce 2009:5-6).

Demand for electricity grew rapidly in the early decades of the twentieth century. The bulk of the Melbourne metropolitan area was supplied by just two companies, the aforementioned MCCESD and MES Co who obtained their supply from the Spencer Street Power Station until the Newport A Power station was built at the mouth of the Yarra River between 1913 and 1918 (Edwards 1969:27-29).

The State Electricity Commission of Victoria (SECV) was established in 1921 under the chairmanship of Sir John Monash. The first SECV projects were the construction of the first brown coal power plant at Newport B (adjacent to the Victorian Railways Newport A traction power station), which came on line in 1923, and Yallourn A (the first Latrobe Valley power station), which opened in stages from 1924. Meanwhile, the SECV began to establish and develop its supply and distribution network. The first stage involved the construction of substations at key locations. In 1930, the MES Co. was formally acquired by the SECV (Pierce 2009:8). The Spencer Street Power Station supplied the inner city of Melbourne with electricity until the 1960s.

In 1994, the Kennett government launched an extensive reform of the Victorian electricity industry, resulting in the creation of five electricity distribution companies based on geographic regions that took over the responsibilities of the SECV and the 11 Municipal Electricity Undertakings in inner Melbourne.

SITE HISTORY

23-25 George Parade (known as Latrobe Parade until 1925) was originally purchased as part of Block 7, Allotment 16, by Archibald Walker in the fourth Crown Land Sale in 1839. The allotment was subdivided the following year, and a lane created between lots 15 and 16, establishing Latrobe Parade. In c1924 the lane's name was changed to George Parade, after the club headquarters of political theorist Henry George was established there (RHSV 2018).

By 1856 a brick building occupied the subject site, addressed then as 3 and 5 Latrobe Parade, with most of the lane comprising brick residences, boarding houses, the Melbourne City Court and General Christian Mission Office (*Age* 21 January 1858:1; *Argus* 28 October 1859:1; PROV VPRS 8168/P3 unit 46). In the 1890s the changes in street numbering throughout the city saw the property readdressed as 25 Latrobe Parade. In 1887 a single-storey brick building was built by James Anderson of 124 Flinders Lane East for farrier and veterinary surgeon William Hunter, for use as a veterinary shoeing forge (MCC registration no 3006, as cited in AAI, record no 74619). Hunter operated his business, Hunter and Son, from the property with his eldest child George, until his death in 1894. Between c1917 and 1920, another farrier, William Hamill, occupied the forge.

Records show that a motor car garage, to service the motor cars and buses that were quickly replacing horse-drawn vehicles, operated from the property from 1921. The property changed hands in 1929 when it was purchased by gentlemen Abraham Howgate and Joseph Redapple (RB 1930). By August of the same year a petrol pump had been installed by Shell Co of Australia, and tenants Bermingham and Doyle operated the garage until 1931 (MBAI 11695; RB 1930 & 1930; S&Mc 1929). Following this brief tenancy, the property, still owned by Howgate and Redapple, lay vacant until 1938 (RB 1931-1938).

The earlier building was replaced with the current building in 1937. In August 1937, the City of Melbourne advertised tenders for the 'erection and completion of electric supply substation' in George Parade (*Age* 21 August 1937:5). It is assumed that these works replaced the nineteenth-century

building. By 1948 the Mahlstedt map shows the building as a substation, occupying the allotment in its entirety (Figure 1 and Figure 2).

The electric substation operated under Melbourne City Council until the privatisation of the electricity industry saw it transferred to CitiPower Ltd in 1995.

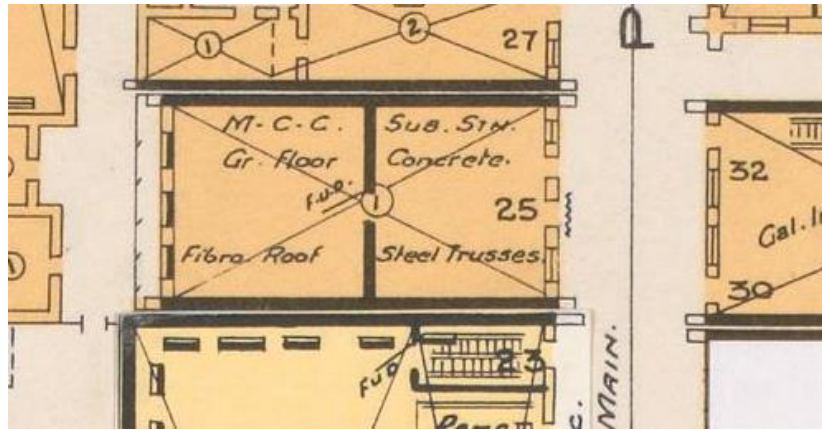


Figure 1. Detail from 1948 Mahlstedt plan shows rebuilding to the subject property. (Source: Mahlstedt Map Section 1, no 6, 1948)



Figure 2. Photograph of George Parade west c.1972, showing the subject property (outlined in red) with former 'M C C' signage above eave. (Source: Halla c1972, SLV).

SITE DESCRIPTION

The electricity substation at 23-25 George Parade is located in a laneway between Flinders Lane and Collins Street.

The building is a single-storey red brick substation with a hipped cement sheet roof concealed by a façade parapet. It is assumed that the current building replaced the previous building and was

completed in the interwar period. It has typical characteristics of the industrial buildings constructed in the city's laneways in the twentieth century, as well as moderne and art deco design features.

A stepped parapet skyline is offset by decorative brickwork to the façade. Further down, a parallel horizontal line motif formed with raised lines of dark brown manganese bricks intersects with a central vertical stepped fin rising above the parapet. The curvilinear concrete cantilevered eave emphasises horizontality and shelters two asymmetrically set recessed doorways: one, a wide metal roller door and the other a narrower six-pane windowed metal door. Either side of the entrance are two recessed rectangular steel framed windows with small paned upper sashes and louvred lower sashes, soldier brick lintels and curved brick sills. The brickwork 'running bond' changes to 'English bond' one row above the eave.

INTEGRITY

23-25 George Parade exhibits a high degree of integrity. It retains its form and façade detail from the 1930s redevelopment of the site. The laneway character is enhanced by the side elevation of the Austral Buildings at 115 Collins Street (HO575) and the two storey Victorian shop and residence at 27 George Parade (HO504 Collins Street East Precinct). The interior has not been investigated and it is not known whether any of the machinery and equipment remains. The building still retains its original use as a substation.

COMPARATIVE ANALYSIS

The earliest substations were small scaled buildings with their importance not necessarily reflected in their design. The expansion of electricity supply in the interwar period reflected the importance of this new type of industrial building and efforts were made to produce designs that reflected their location and the importance of their function. Substations benefited from the philosophy that saw industrial uses as worthy recipients of design inspiration as a way of celebrating the new development of electricity. Electrical substations across Melbourne show a variety of architectural styles, generally reflecting the civic and urban design concerns of the municipal electricity supply departments, the earlier electric companies and the role of the SEC. Pavilion styles proliferate in parkland areas of the Domain and the Fitzroy Gardens. Substations in urban streetscapes tend to exhibit more austere modernist features or simply adhere to a functional industrial aesthetic or a simple gable roofed 'shed'. Even in the more austere examples there is generally brickwork detail and care taken in their massing and composition (Biosis,2007:19-25).

A large portion of the first power station erected by Melbourne City Council at 651-669 Lonsdale Street is included on the Heritage Overlay (HO737). This complex comprises the surviving remnants of the power station erected in 1894 to power electric lighting in the streets. Several other buildings used as substations are within existing or proposed precinct HOs.

The following examples are comparable with the subject building, being of a similar style, scale and construction date, although their original uses vary. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dated c2000 or later.

Substation, 651-669 Lonsdale Street, 1915 (HO737)

It is a three-storey brick substation with two basement levels, built in 1915.



Figure 3. Substation at 651-669 Lonsdale Street constructed 1915.

Substation, 1-3 Evans Lane, 1913 (Contributory in interim HO1297 Little Lonsdale Street Precinct)

Built in 1913 by builders Reynolds Bros to designs by architect W Rain, this warehouse was converted to an electrical substation in 1928, as part of a program by the City of Melbourne to supply new substations in the 1920s. It continues to operate as a substation today.



Figure 4. 1-3 Evans Lane, constructed in 1913.

28 Crossley Street, build date unknown (Contributory in HO500 Bourke Hill Precinct)

A single-storey substation in Crossley Street, off Bourke Street.



Figure 5. 28 Crossley Street, construction date unknown.

12-14 Guildford Lane, 1920s (Contributory in HO1205 Guildford & Hardware Laneways Precinct)

It is a single-storey brick electricity substation built in the 1920s.



Figure 6. 12-14 Guildford Lane, constructed c 1920.

21 Market Lane, build date unknown (Contributory in HO507 Little Bourke Street Precinct)

A single-storey brick substation in Market Lane, off Bourke Street.



Figure 7. 21 Market Lane, construction date unknown.

10-14 Park Street, 1928 (Interim HO1257 – recommended as significant in the Hoddle Grid Heritage Review)

10-14 Park Street is one of several small-scale electrical substations built in the interwar period as part of the expansion of electricity supply and distribution.



Figure 8. Substation, 10-14 Park Street constructed 1928. (Source: Context 2017)

23-25 George Parade is one of several smaller substations within the City of Melbourne, including 28 Crossley Street, 21 Market Lane and 12-14 Guildford Lane. These substations share a common history in the development of electricity supply in the City of Melbourne and share an industrial aesthetic that contributes to the richness of building form and scale in the Hoddle Grid. 23-25 George Parade is of later construction than these examples and demonstrates an art deco aesthetic. The building remains legible and has a high level of integrity in both form and use.

ASSESSMENT AGAINST CRITERIA

| | |
|---|--|
| ✓ | <p>CRITERION A Importance to the course or pattern of our cultural or natural history (historical significance).</p> |
| | <p>CRITERION B Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p> |
| | <p>CRITERION C Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p> |
| ✓ | <p>CRITERION D Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p> |
| | <p>CRITERION E Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p> |
| | <p>CRITERION F Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p> |
| | <p>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).</p> |
| | <p>CRITERION H Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p> |

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

Age, as cited.

Argus, as cited.

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

Building permit 5655 for 25 Latrobe Parade, Melbourne, dated 10 October 1923 (MBAI).

Building permit 11695 for 23-25 George Parade, Melbourne, dated 29 July 1929 (MBAI).

City of Melbourne Municipal Rate Books, (RB), as cited.

Context 2011, 'City of Melbourne Thematic Environmental History', prepared for the City of Melbourne.

Davison, Graeme 2008, 'Motor Cars', in *eMelbourne*, School of Historical and Philosophical Studies, The University of Melbourne, <http://www.emelbourne.net.au/>, accessed 1 March 2018.

Halla, K J c1972, 'George Parade west, Melbourne, Vic', State Library of Victoria (SLV) Halla collection of negatives: views of East Melbourne, Fitzroy, Melbourne & North Melbourne, accessed online 26 February 2018.

Mahlstedt and Gee 1888, *Standard plans of the city of Melbourne*, Mahlstedt and Gee, Melbourne.

Mahlstedt, G 1910, *Index to the 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.

Mahlstedt's Pty Ltd 1948, *City of Melbourne detail fire survey. Section 1*, Mahlstedt Pty Ltd, Melbourne.

May, Andrew 2008, 'Horses', in *eMelbourne*, School of Historical and Philosophical Studies, The University of Melbourne, <http://www.emelbourne.net.au/>, accessed 1 March 2018.

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

Royal Historical Society of Victoria (RHSV) 2018, *Discovery Series Brochures: Melbourne's streets and lanes: what's in a name?*, <http://historyvictoria.org.au>, accessed online 14 March 2018.

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

Vines, M 1986, 'McBeath, Sir William George (1865-1931)', *Australian Dictionary of Biography*, National Centre of Biography, Australian National University, originally published 1986, <http://adb.anu.edu.au/biography>, accessed online 26 February 2018.

Wixted, David 2008, 'Service Stations', in *eMelbourne*, School of Historical and Philosophical Studies, The University of Melbourne, <http://www.emelbourne.net.au/>, accessed 1 March 2018.

PREVIOUS STUDIES

**Central Activities District
Conservation Study 1985** Ungraded

**Central City Heritage
Study 1993** Ungraded

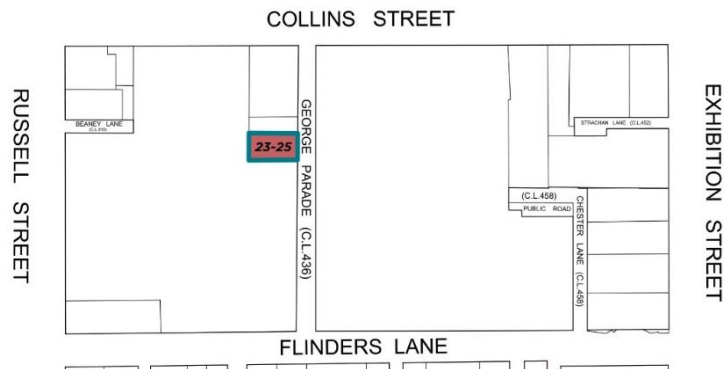
**Review of Heritage
overlay listings in the
CBD 2002** Ungraded

**Central City Heritage
Review 2011** Ungraded

STATEMENT OF SIGNIFICANCE

Heritage Place: CitiPower (formerly Melbourne City Council Substation)

PS ref no: Interim HO1248



What is significant?

The electrical substation at 23-25 George Parade Melbourne, built in 1928 for the Melbourne City Council Electricity Supply Department.

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

- The building's original external form;
- The building's external materials and façade detail from the 1930s substation conversion;
- The building's high level of integrity to its 1930s design;
- The building's moderne and art deco design features including the stepped parapet, decorative brickwork to the façade, central vertical stepped fin rising above the parapet, curvilinear concrete cantilevered eave;
- Recessed rectangular steel framed windows with small paned upper sashes and louvred lower sashes, soldier brick lintels and curved brick sills; and
- Recessed doorways: one, a wide metal roller door and the other a narrower six-pane windowed metal door.

Later alterations are not significant.

How it is significant?

23-25 George Parade is of local historic and representative significance to the City of Melbourne.

Why it is significant?

23-25 George Parade is historically significant for its association with the development of services provided to Melbourne's evolving private transport system. Constructed in 1887, the building operated as a shoeing forge to service horse transport from that year until 1920; in 1921 and 1923 the premises were altered to accommodate a garage and petrol station, which operated from the building until 1931.

The electrical substation at 23-25 George Parade is also historically significant for its association with the development of Melbourne's electricity supply network established in 1894. In this year, the Melbourne City Council was the first metropolitan council to establish its own electricity supply and distribution network, which in turn facilitated the residential, commercial and industrial expansion of the city. The former substation is of historic significance as a substantial remnant of the 1930s infrastructure built by the Melbourne City Council as part of Melbourne's expanding electricity network. (Criterion A)

23-25 George Parade is one of several interwar substations, including 28 Crossley Street, 21 Market Lane and 12-14 Guildford Lane. These buildings share an industrial aesthetic that contributes to the richness of building form and small scale within the Hoddle Grid, sharing this scale with 27 George Parade. 23-25 George Parade is distinguished by its art deco aesthetic as a result of its later date of construction compared with the above examples. Its attributes include red brick walls and stucco mouldings above the door openings, a carefully composed pattern of openings across the façade, a decorative stepped parapet with a dark brick motif in moulded brickwork. The substation is enhanced by a high level of integrity and is legible as a modest industrial building in a laneway landscape. (Criterion D)

Primary source

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

