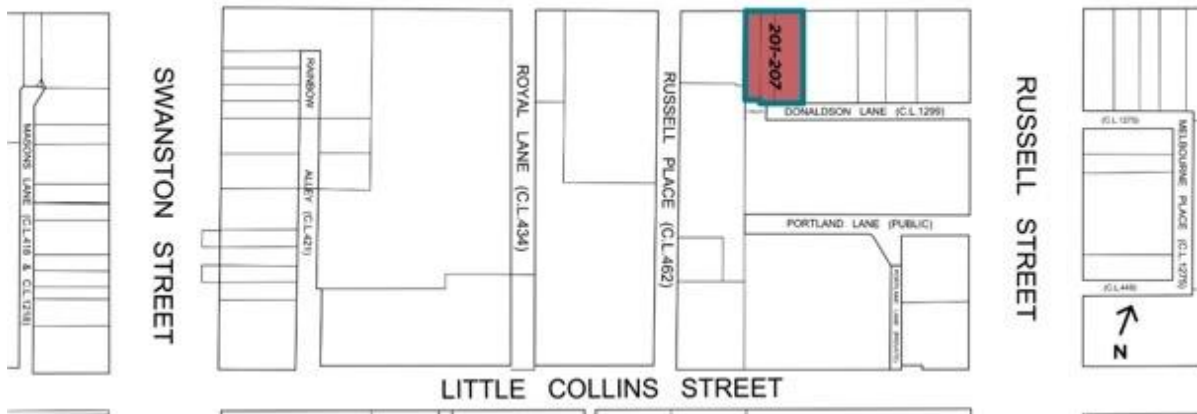


SITE NAME	Shop and residences
STREET ADDRESS	201-207 Bourke Street Melbourne
PROPERTY ID	101131 and 101132



BOURKE STREET



SURVEY DATE: October 2017

SURVEY BY: Context

HERITAGE INVENTORY	H7822-1628 H7822-1627	EXISTING HERITAGE OVERLAY	No
PLACE TYPE	Individual Heritage Place	PROPOSED CATEGORY	Significant
DESIGNER / ARCHITECT / ARTIST:	Not known but possibly Francis M White	FORMER GRADE	Ungraded
DEVELOPMENT PERIOD:	Victorian Period (1851-1901)	BUILDER:	James Moore
		DATE OF CREATION / MAJOR CONSTRUCTION:	1874

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, 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
	OTHER SUB-THEMES
Shaping the urban landscape	3.2 Expressing an architectural style

LAND USE

HISTORIC LAND USE	
Archaeological block no: 38	Inventory no: 627 & 628
Character of Occupation: Commercial	
Third land sale 1838, allotment forfeited.	
1839 Williamson	
1840 Hoddle	
1855 Kearney	
1866 Cox	Building on site.
1877 Dove	
1880 Panorama	Two three-storey buildings, Leon Umbrellas; Thompson Chemist.
1888 Mahlstedt	Two three-storey buildings; Thompson Chemist.
THEMATIC MAPPING AND LAND USE	
1890s	Retail, Residential
1920s	Retail
1960s	Retail

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

This three-storey, late Victorian building is comprised of four shops with residences above. The upper façade presents as one unified arrangement and retains the classical styling typical of the period.

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 Australia's was 20,416 (Young and Spearritt 2008). The growth of retailing was accompanied by the construction of warehouses to store goods.

By the early 1840s, Elizabeth and Swanston streets, from the Town Hall in the east to the General Post Office in 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.

Retail premises in the nineteenth century and the early twentieth century generally included upper-level accommodation for families involved in the business. Multi-storey shop and dwelling type buildings housing ground-level shop with rooms above were constructed across the retail strips of Melbourne, and three- or more storied commercial and retail buildings began to proliferate between Bourke and Lonsdale streets from the late 1880s (Lovell Chen 2017:220).

Shaping the urban landscape

Expressing an architectural style

Melbourne witnessed a building boom, both commercial and residential, in the 1870s and 1880s. The 1880s property boom made its mark on commercial design in the central city, with a new, bold generation of architects. Boom Style commercial buildings, such as William Pitt's Windsor Hotel and the Block Arcade, were characterised by increasingly rich decoration, Mannerist exaggeration of elements like keystones and segmental pediments, and the use of multiple classical trabeated and arcuated schemes overlaid one atop the other, until flat wall space was diminished to a bare minimum. While Renaissance and Italianate influences are most closely associated with Melbourne's Boom Style, a similar treatment of materials and facades was used for Gothic Revival buildings (Context 2012:17).

SITE HISTORY

201-207 Bourke Street, Melbourne, which formed part of Crown Allotment 11, Block 11, was purchased by Sir Stuart A Donaldson, a Sydney-based businessman, who sent his agent, James Graham, to Melbourne to buy town and suburban lands (CoMMaps; Draper 1972). By c1852, there were two wooden shops built on the allotment, then addressed as 122-128 Bourke Street East (Bibbs 1856).

Arriving in Melbourne as an agent of Sir Donaldson, by the 1840s Graham had established a successful business in Melbourne, which included investments in land and buildings for Donaldson's clients. By the mid-1840s, he was running his own business. According to the *Australian Dictionary of Biography*, Graham was a director of the Port Phillip Steam Navigation Co, the Melbourne Fire and Marine Insurance Co and the Melbourne Auction Co, treasurer of the Commercial Exchange, member of the management committee of the Port Phillip Theological Education Society, secretary of the Australia Felix Immigration Society, a trustee of the Government Savings Bank and a commissioner for insolvent estates (Strahan 1972). In 1858, he founded Graham Bros & Co with his brothers Edward and Charlie. The partnership dissolved in c1870, but Graham retained the firm's title (Strahan 1972).

For almost 80 years between the 1840s and the mid-1920s, the subject property was in the possession of James Graham, and later Graham Bros & Co and the executors of Graham's estate, except for a short period around the time of the construction of the current shops at 201-207 Bourke Street. During this time the ownership of the property was transferred to Clapp & Sprigg (RB 1874-5).

A building application for 201-207 Bourke Street was lodged with the Melbourne City Council in April 1874. In the same year, the current row of four three-storey shops at 201-207 Bourke Street was constructed by the investment partnership F B Clapp and W G Sprigg (RB 1874-5).

William Gardiner Sprigg (1832-1926) was the Melbourne Omnibus Co's secretary from 1868 until he was appointed assistant manager in 1890, and by 1909 he had become a director following the resignation of H A Wilcox. Sprigg was engaged with the operation of the Melbourne Omnibus Co until it was dissolved due to liquidation in the late 1910s (*Argus* 14 June 1919:10; 16 October 1920:20).

With his colleague at the Melbourne Omnibus Co, Francis Boardman Clapp (1833-1920), Sprigg was involved in developing at least 12 other premises along Bourke Street between 1873 and 1885, including the rows of shop and dwellings at 146-150 and 209-215 Bourke Street (MCC registration no 6299, 1054 & 5597, as cited in AAI Index record no 76823, 73836 & 73774; RB 1874-1877).

Each of the three-storey brick shops and dwellings, constructed by builder James Moore had a ground retail space and residence with five rooms located on the upper levels (RB 1876-77). The adjoining row of four shops and dwellings at 209-215 Bourke Street, completed two years later for Clapp and Sprigg by the same builder, was constructed in the same manner (MCC registration no 6640, as cited in AAI record no 73786).

The shops at 201-207 Bourke Street may have been designed by the architect Francis M White, who had worked for Clapp and Sprigg the previous year on other commercial premises and invited tenders for erecting shops in Bourke Street in March 1874 (MCC registration no 5850, as cited in AAI record no 73776).

Clapp and Sprigg held the subject properties at 201-207 Bourke Street for no longer than two years. After their construction, the shops were transferred back to the original owner, James Graham (RB 1874-1877).

A number of businesses occupied the subject site. At its completion, 201 Bourke Street was leased to a flower and seed merchant, who had been trading since c1852 from the wooden shop that formerly existed on the subject land. Commenced by William McDonald, the business was transferred in 1868 to William Ireland who was formerly based in Collingwood (S&Mc 1859-1876; *Leader* 26 December 1858:15). Ireland occupied the shop at 201 Bourke through to the late 1890s, until Miss M Deegan's confectionery moved in (S&Mc 1876-1899).

The remaining shops were occupied by various retailers and businesses, including a chemist, watchmaker, tobacconist, bookseller and stationer, and boot manufacturer. While many of these businesses only remained for short periods of time, notable early tenants included Henry Drew's pastry shop and coffee palace, which occupied the two middle shops at 203-205 Bourke Street during the latter half of the 1880s; and the Cyclorama Company who briefly occupied number 207 in the early 1890s (S&Mc 1874-1920). The cyclorama appeared in the eighteenth century, showing well-known scenes on a 360-degree canvas, and became popular at the turn of the twentieth century before the emergence of cinema. Popular in Melbourne from 1889 to 1906, cycloramas were shown in two circular buildings: one in Fitzroy on Victoria Parade, the other at today's 166-186 Little Collins Street (Colligan 2008), which was constructed in 1891. The cyclorama in Little Collins Street, which showed the Siege of Paris from 1891 to 1896, was connected to the subject premises at 207 Bourke Street, which was used as its office, through a long corridor (Figure 1). It is likely that the façade of 207 Bourke Street was altered to include more windows around this time when the shop underwent extensive changes (Figure 2).

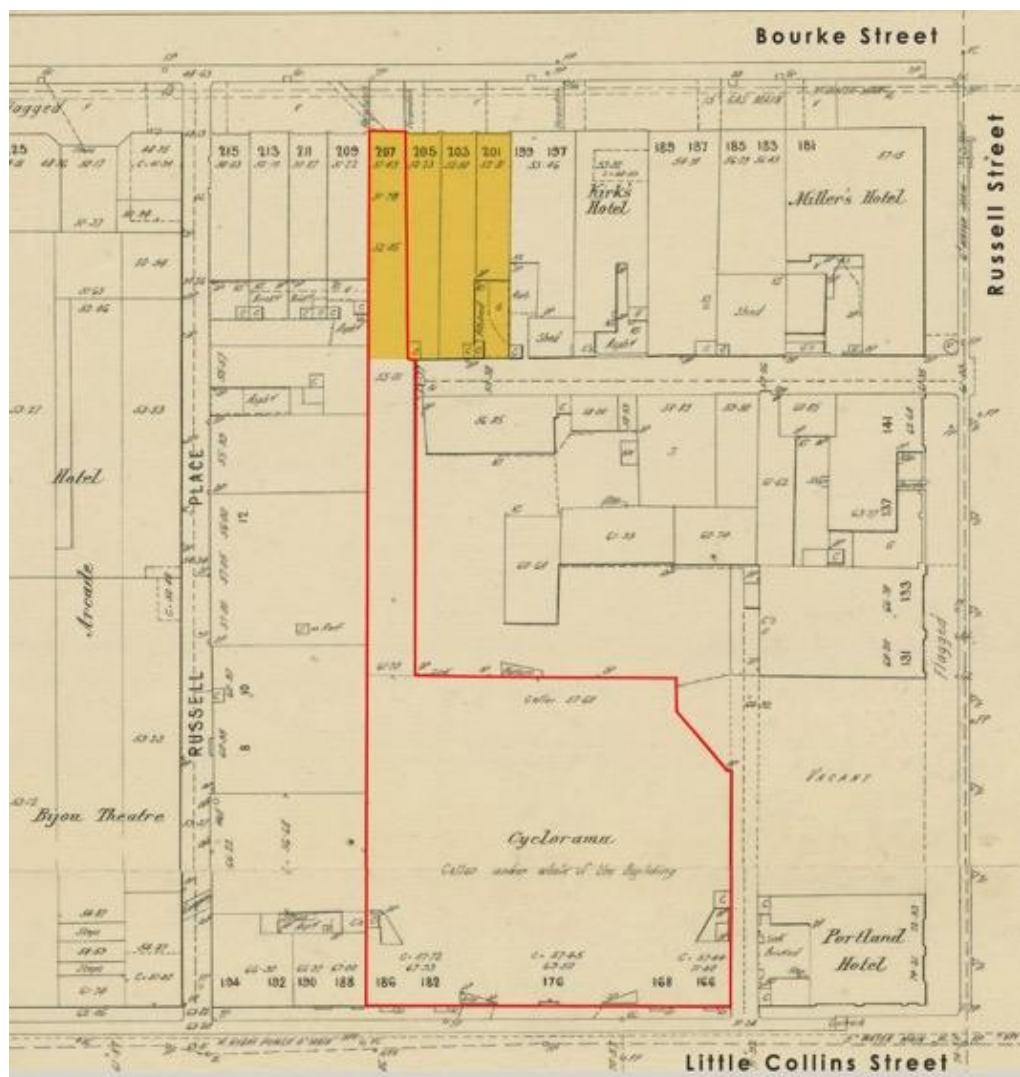


Figure 1. Coloured in yellow is the current extent of the shops at 201-207 Bourke Street, and in red outline is the original cyclorama site connected to the rear of 207 Bourke Street. (Source: MMBW Detail Plan no 1012, 1895, SLV).



Figure 2. 201-207 Bourke Street in the 1940s. Note 207 Bourke Street on the right-hand side with altered windows. (Source: Commercial Photographic Co c1940s, SLV)

After the closure of the cyclorama in 1896, 207 Bourke Street was separated from the Little Collins Street site, and the passage that once connected the two sites was removed to make way for a new right of way, which doglegged around the former Kings Theatre, currently occupied by 133 Russell Street (Mahlstedt Map Section 1, no 8, 1910).

Throughout the twentieth century, the shops at 201 and 203 Bourke Street continued to house various retail businesses. In the mid-1920s, the shops at 205-207 Bourke Street were purchased by George Mountford, hatter. In 1935, the whole block was also part of the estate of the late G Mountford (RB 1877-1935). The Mountfords, then hatters and now shoe retailers, had occupied three shops at 203-207 Bourke Street at one point until the mid-1930s when the firm renovated and occupied the two shops at 205-207. Today, the same business remains in the subject building and currently occupies the two shops at 205-207 Bourke Street, which are interconnected with the neighbouring two shops at 209-211 Bourke Street (RB 1935; MBI 'Bourke Street, 205-207', Ancestry.com).

The shops at 201 and 203 Bourke Street, then housing a fashion boutique and the Mocca Coffee Restaurant, were auctioned in November 1984 (Age 7 November 1984). Between mid-1980s and today, the buildings were merged as one shop, which currently houses a food outlet (CoMMaps).

SITE DESCRIPTION

The row of four three-storey shops and dwellings at 201-207 Bourke Street was built as one unified arrangement, with shops at ground level and residences above. Built in the mid-1870s, the row has a rendered façade with classical detailing. It is less elaborate than the adjoining row (209-215 Bourke Street), which was built in the Renaissance revival style.

The upper façade has a balustraded parapet with pedestals marking the edges of each of the four shops. A deep cornice runs along the base of the parapet. Squared brackets and a dentil row run below the cornice. Quoining occurs at the outer edges of the building.

On the upper level, shops 201-205 have regular rectangular windows with decorative moulded architraves. A narrow band with vertical markings runs the full width of the façade at sill height. At mid-level, the window openings are more decorative. Deep moulded architraves surround the openings and moulded hoods with scroll brackets sit over the top edge. A key stone is centrally located on the top edge of the architrave.

The windows at 207 Bourke Street are not consistent with the others. It is likely they were altered in the early 1890s for the Cyclorama company. A double opening is located on the upper level and elaborate Moghul-inspired stilted arched windows are located mid-level. These windows are almost identical to the decorative windows on the façade of the former Cyclorama building at 166-186 Little Collins Street.

The ground level shopfronts have been substantially altered.

INTEGRITY

The shops and residences at 201-207 Bourke Street retain a high level of intactness at the upper levels. Changes to the window arrangements at number 207 are likely to have occurred in the 1890s. At ground level, shop fronts have been substantially altered and the cantilevered canopy is non-original. The mansard tower visible in Figure 2 has been removed.

COMPARATIVE ANALYSIS

The subject building can be compared to other similar rows of late Victorian shop rows with residences built above. It compares well with the following examples, drawn chiefly from the Central City Heritage Review 2011, being of a similar use, scale, location and creation date. The images and descriptions below are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

136-140 Elizabeth Street (Significant in HO509 Post Office Precinct)

A row of three three-storey shops with residences above. The rendered brick building was built in the mid-Victorian era in the Neo-Renaissance style.



Figure 3. 136-140 Elizabeth Street, constructed in the mid-Victorian era.

73-77 Bourke Street (HO536, Significant in HO500 Bourke Hill Precinct)

A row of three three-storey shops with residences above. The rendered brick building was built in the mid-Victorian era in the Neo-Renaissance style.



Figure 4. 73-77 Bourke Street, constructed c1880 (Source: Vogue Australia 2014)

189-195 Exhibition Street (HO630, Significant in HO507 Little Bourke Precinct)

A row of two-storey brick shops with residences above and a basement below. Built in 1882 in the Renaissance Revival style.



Figure 5. 189-195 Exhibition Street, constructed 1882.

Bourke Mews, 32-38 Bourke Street (HO529, Significant in HO500 Bourke Hill Precinct)

A row of four three-storey shop/residences with basement parking. Designed by Edward G Kilburn in the Italian Renaissance Revival style and built by TJ Taylor in 1892



Figure 6. Bourke Mews, 32-38 Bourke Street, constructed 1892.

146-150 Bourke Street, 1885 (Interim HO1244 – Recommended as significant in the Hoddle Grid Heritage Review)

A row of four three-storey shops with residences above. Built by investors F B Clapp and W G Sprigg in 1885.



Figure 7. 146-150 Bourke Street constructed 1885. (Source: Context 2018)

209-215 Bourke Street, 1876 (Interim HO1240 – Recommended as significant in the Hoddle Grid Heritage Review)

A row of four three-storey shops with residences above. Built by investors F B Clapp and W G Sprigg in 1876.



Figure 8. 209-215 Bourke Street constructed 1876. (Source: City of Melbourne 2018)

201-207 Bourke Street compares to the examples above as a row of shop/residences built in the late Victorian era. Consistent with the examples above, shopfronts at ground level have been altered but the upper façade retains its classical styling.

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

N/A

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Young and Spearritt 2008, 'Department Stores' in *eMelbourne*, School of Historical and Philosophical Studies, The University of Melbourne, <http://www.emelbourne.net.au/>, accessed 16 June 2017.

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

PREVIOUS STUDIES

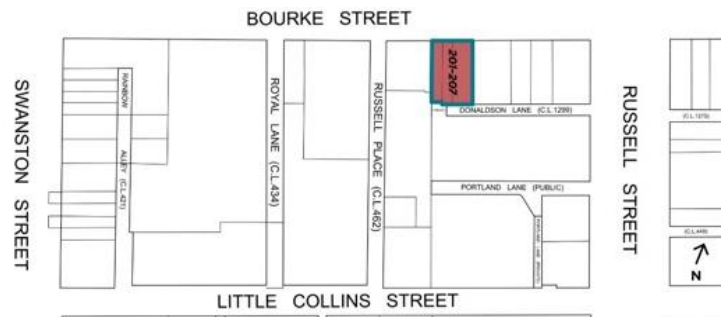
Central Activities District Conservation Study 1985	D
Central City Heritage Study 1993	C
Review of Heritage overlay listings in the CBD 2002	Ungraded
Central City Heritage Review 2011	Ungraded

STATEMENT OF SIGNIFICANCE

Heritage Place: Shop and residences



PS ref no: Interim HO1239



What is significant?

The row of shops and residences at 201-207 Bourke Street, Melbourne, built in 1874.

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

- The building's original external form, materials and detailing;
- The building's high level of integrity to its original design;
- Balustraded parapet with pedestals;
- Decorative band with vertical markings that runs the full length of the façade at sill height;
- Upper façade detailing including deep cornices with dentil course below; square brackets; quoining at the building's corners; square windows with decorative moulded architraves (upper level); deep moulded architraves, window hoods, scroll brackets and key stone to windows at the mid-level; and
- Moghul-inspired stilted arch windows (No.207).

Later alterations made to the street level facades are not significant.

How it is significant?

201-207 Bourke Street, Melbourne is of local historic and representative significance to the City of Melbourne.

Why it is significant?

201-207 Bourke Street is historically significant as a late Victorian building that represents a key phase in the retail development of Melbourne when increasing numbers of investors developed retail premises in the city during the building boom of the 1870s and 1880s. Built in 1874 for investment partners F B

Clapp and W G Sprigg, who developed up to 12 similar properties along Bourke Street between 1873 and 1885, 201-207 Bourke Street, is typical of retail buildings of the Victorian-era that housed retail outlets at ground level and residences and workspaces for business-owners on the floors above. (Criterion A)

207 Bourke Street is historically significant for its demonstration of its former use as an office for the cyclorama operating from 166-186 Little Collins Street in the 1890s, and once physically connected to no.207. This historical association is evident in the different window pattern to no.207. (Criterion A)

The three shops at 203-207 Bourke Street are historically significant for their association with hatter George Mountford and their occupation from the mid-1920s by well-known shoe retailer Mountfords. From the mid-1930s the business contracted to the two shops at 205-207 Bourke Street where it continues to operate as Mountfords. (Criterion A)

201-207 Bourke Street is a fine example of a row of shops with residences above built in the mid-Victorian era and characterised by stucco detailing. Built as one unified arrangement with Renaissance revival influences, the upper façade of the 201-205 Bourke Street retains the classical styling typical of the period. (Criterion D)

Primary source

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