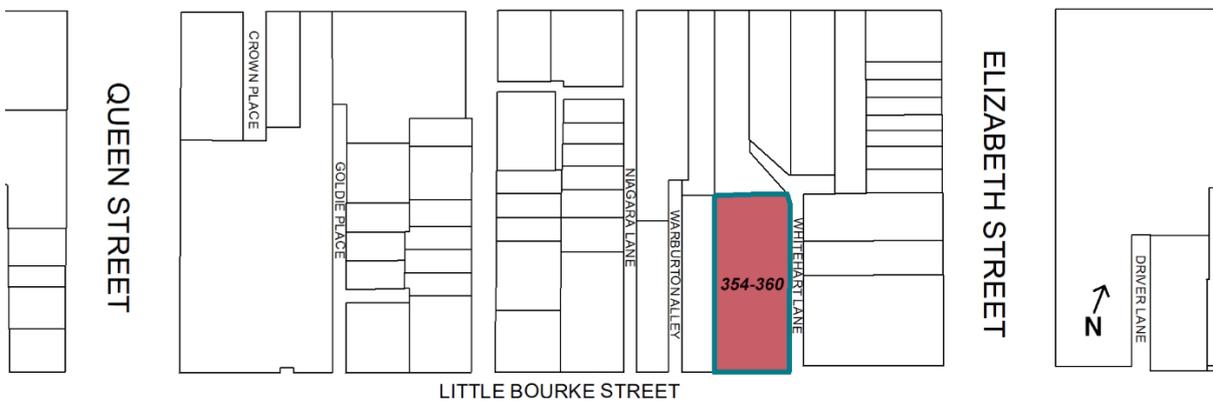


SITE NAME	Melbourne House
STREET ADDRESS	354-360 Little Bourke Street Melbourne
PROPERTY ID	105874



LONSDALE STREET



SURVEY DATE: October 2018

SURVEY BY: Context

HERITAGE INVENTORY	H7822-1267	EXISTING HERITAGE OVERLAY	No
PLACE TYPE	Individual Heritage Place	PROPOSED CATEGORY	Significant
DESIGNER / ARCHITECT / ARTIST:	Sydney Smith, Ogg & Serpell	FORMER GRADE	C
DEVELOPMENT PERIOD:	Interwar Period (c1919-c1940)	BUILDER:	Reinforced Concrete & Monier Pipe Construction Co
		DATE OF CREATION / MAJOR CONSTRUCTION:	1923

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	5.5 Building a manufacturing capacity
	OTHER SUB-THEMES
3 Shaping the urban landscape	3.2 Expressing an architectural style

LAND USE

HISTORIC LAND USE	
Archaeological block no: 20	Inventory no: 267
Character of Occupation: Commercial	
Land sale details not provided	
1839 Williamson	2 buildings on site (lot 12)
1855 Kearney	'White Hart Hotel' on this site
1866 Cox	
1880 Panorama	Two-storey buildings
1888 Mahlstedt	Single- and two-storey buildings; Hutchison Ironworkers and City Family Hotel
1905/6 Mahlstedt	No 354 – 356: single-storey, Metters Bros. Foundry No 358 – 360: two-storey, Bush Inn Hotel
THEMATIC MAPPING AND LAND USE	
1890s	Not able to be determined
1920s	Not able to be determined
1960s	Not able to be determined

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

Melbourne House is six-storey interwar Chicagoesque style commercial building built in 1923 to a design by architects Sydney Smith, Ogg & Serpell. It was constructed for A G Healing & Co, cycle works.

HISTORICAL CONTEXT

Building a Commercial City

Building a manufacturing capacity

From the 1850s, the Yarra River and the docks west of Swanston Street were in essence the 'lifeline' of the city. Port facilities and large warehouses were built in this area to serve shipping interests (Context 2012:39-40).

By the 1880s, the areas of Flinders Street, King Street, Little Bourke Street and Spencer Street comprised multiple mercantile offices, produce stores and large-scale bonded stores, including Zander's Bonded Stores and Coles Bonded Stores. As Melbourne developed through the nineteenth century and early twentieth century, so did her manufacturing industry, much of which was established in close proximity to existing warehouses and stores.

Although affected by World War One in the period 1914-1918, by 1921, 38 per cent of Melbourne's workers were employed in industry with almost all new factory jobs in Australia between 1921 and 1947 created in Sydney and Melbourne. The growth of manufacturing, assisted by a new federal tariff in 1921, stimulated urban growth and by the end of the 1920s, Melbourne's population had reached one million people. The expansion of new sectors in the manufacturing industry was maintained by buoyant levels of domestic demand (Marsden 2000:29; Dingle 2008).

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 new suburbs, and the booming retail and manufacturing sectors rapidly took up available city properties (Marsden 2000:29-30). Multi-storey factory, workshop and warehouse buildings, some designed by architects, increasingly took over the city.

Development in the city slowed with the Great Depression that commenced in October 1929 and continued through the early 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially re-modelled to create new office, commercial and industrial spaces, and also for use by government.

From the 1930s, like the rest of Australia, an increasing proportion of the city's workforce took up jobs in manufacturing, an industry that led Australia's recovery from the economic depression and a time when, the *Encyclopedia of Melbourne* notes, a

steep rise in tariffs, devaluation of the Australian pound, falling wages and electricity costs all made local producers far more competitive internationally. Textiles benefited first, then the metals industries and engineering took over as pacemakers (Dingle 2008).

After being the centre of manufacturing in Australia in the 1920s, Melbourne's importance in this regard began to decline. During 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. At the peak of industrialisation in 1966, 37 per cent of total employment in Melbourne was dedicated to manufacturing, compared to the national average of 27 per cent (Maher cited in Tsutsumi and O'Connor 2006:8.3). Australia's manufacturing output increased 6 per cent per year between 1949

and 1967, and between 1947 and 1966, 155,221 new manufacturing jobs were created in Melbourne alone, roughly one-third of which went to women (Dingle 2008).

However, by the mid-1960s,

[the] postwar expansion of manufacturing could no longer be contained within the old ring of inner industrial suburbs. They had become crowded and congested. New methods of production required more space and single-storey buildings to accommodate assembly-line techniques. The fork-lift truck led to new kinds of factory buildings. An increasing use of electricity for power and road transport rather than rail to move goods, opened up new locational possibilities...During the 1960s manufacturing expanded most rapidly in Moorabbin and the Oakleigh-Clayton area. When the available sites were taken up the area of fastest growth then transferred to Broadmeadows and Waverley (Dingle 2008).

City centres retained some manufacturing until the late 1970s, mostly in the areas of clothing, printing and food processing, sectors that increasingly employed women workers. By the 1990s manufacturing had declined to 16 per cent of total employment in Melbourne, and 77 per cent of the workforce were working in the tertiary sector (Marsden 2000:99-100).

Shaping the urban landscape

Expressing an architectural style

The interwar period brought with it a surge in tall building construction in the central city, made possible by the use of structural steel and reinforced concrete framing. In response, a height limit was imposed by the Melbourne City Council in 1916, dictated by the limitations on fire-fighting at that time. A maximum height of 40 metres (132 feet) was dictated for steel and concrete buildings, a limit that was not broken until the 1950s. Architects experimented with a range of styles to express the increased height in buildings.

Some styles adapted the classical styles from earlier periods. Commercial buildings in the 1920s were mainly of the Commercial Palazzo style, as exemplified by Harry Norris's Nicholas Building in Swanston Street (1925). The style was an early attempt at creating a style suitable for the tall building. It was divided into a base, shaft and cornice, much like a Renaissance palazzo. The scale, however, was greatly enlarged, with the shaft stretching up to ten storeys.

Other styles were more closely associated with the modern movement and expressed a more dynamic and streamlined aesthetic. Emphasis was placed on the horizontal or vertical composition of a building to accentuate certain qualities of the building. In styles such as the Commercial Gothic style and the Jazz Moderne, vertical fins and ribs were used accentuated the increased height of buildings. Landmark examples include, respectively, Marcus Barlow's Manchester Unity Building (1929-32) and the Tompkins Bros' Myer Emporium in Bourke Street (1933). (Context 2012:19-20). The Moderne style typically expressed the horizontal plane with continuous bands of steel framed windows and masonry spandrels running across the full width of a façade, and often returning around a curved corner. A landmark example is Harry A Norris' Mitchell House at 352-362 Lonsdale Street (1937).

SITE HISTORY

In 1839, two buildings existed on the subject site, and by 1855 the White Hart Hotel occupied the land. In 1888, a single-storey building on site housed Hutchison ironworkers and a two-storey building, the City Family Hotel; by 1905 a foundry and the Bush Inn Hotel were in operation on the

site (Fels, Lavelle & Mider 1993, Inventory no 267). Plans show that in 1910, prior to construction of the current building, the site, then addressed as 354-360 Post Office Place (Post Office Place was a portion of Little Bourke Street between Queen and Elizabeth streets), was occupied by A G Healing, a cycle tyre and plating works company (Mahlstedt Map no 13, 1910).

A newspaper article of 1922 reported on the planned construction of a four-storey business block for Messrs A G Healing & Co at the corner of Post Office Place and White Hart Lane at a cost of £24,000. With a floor area of 40,000 square feet, the reinforced fire-resistant concrete building was designed by architects Sydney Smith, Ogg & Serpell and constructed by The Reinforced Concrete & Monier Pipe Construction Pty Ltd. Windows utilised fire-resisting glass, fireproof stairs, and fireproof doors. Passenger and goods elevators were included in the design. Messrs Healing planned to occupy the entire ground and first floors, with upper floors let to tenants for warehouse purposes (*Herald* 13 December 1922:16).

The design of the building actually constructed (today's subject building) differed in a number of ways from the original design (see Figure 1). The building constructed was increased in height from four storeys to six storeys (likely due to a growth in business at the time), some of the more decorative features were removed, and 'Melbourne House' was inscribed on the front of the building replacing 'A G Healing Coy Pty Ltd'.

The current six-storey building was constructed in 1923. The construction of a reinforced concrete warehouse had begun by December 1923, and that the warehouse was subdivided in July 1924 (MBAI 6036). By 1929, shop fronts had been constructed (MBAI 10643). The 1925 Mahlstedt plan shows the newly completed building (see Figure 2).

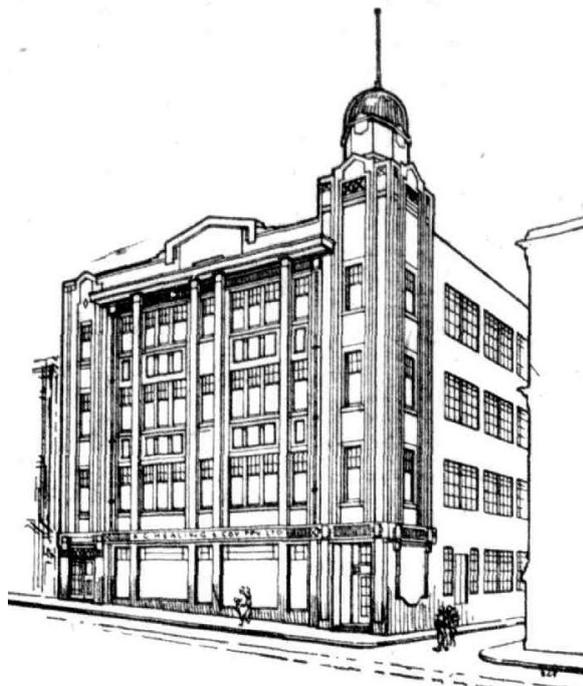


Figure 1. An impression of the building constructed for A G Healing & Co Pty Ltd in 1923 at 354-360 Post Office Place (today's 354-360 Little Bourke Street). The building actually constructed on the subject site differed to the plan shown, most obviously in being built as a six-storey structure, not four-storey and the deletion of the tower as depicted above. (Source: *Herald* 13 December 1922:16).

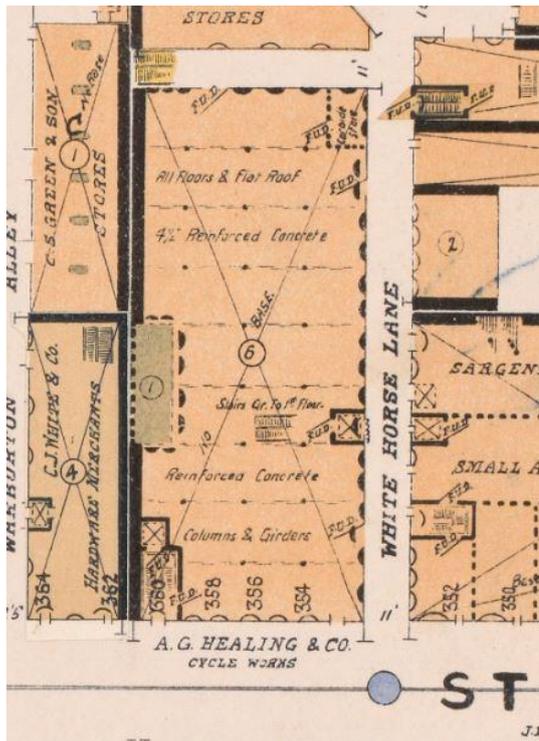


Figure 2. 354-360 Little Bourke Street, Melbourne. (Source: Mahlsted Map Section no 13, 1925)

By 1925, wholesale cycle (motorcycle and bicycle) traders, A G Healing & Co, operated branches in Melbourne, Sydney and Adelaide (*Advertiser* 20 November 1925:18). A description of A G Healing Ltd by Museums Victoria states:

Alfred George Healing established a business in Bridge Road Richmond in 1896 initially as an agency for the London-based Haddon Cycle Company. By 1902, the A.G. Healing Ltd name appeared with an address in Niagara Lane, Melbourne. The company began importing FN motor cycles in 1903 and also marketed its own motor cycle under the 'Petrel' brand... In 1910, John 'Bert' Rhodes was appointed as Manager and the firm expanded its range of local and imported motor cycle components and engines...By the end of the First World War, Healings had become the largest motor cycle business in Australia. Their Healing bicycle brand was also well-known.

By the 1930s the company had diversified into domestic goods, especially household radios, and motor cycle manufacture ceased. Just after World War Two, the company produced a powered version of its bicycle using a 30 c.c Wayco two-stroke engine mounted over the rear wheel. The 'auto cycle' concept was popular in the UK and Europe at the time as cars and motorcycles were expensive and hard to obtain. Petrol rationing also stayed in force until 1949 in Australia. The arrival of cheaper mopeds, scooters and cars in the 1950s soon made the auto cycle hard to sell and it largely disappeared. Healings [then] became a major local manufacturer of television sets and whitegoods (Museums Victoria Collections 2018a). Plans of 360 Little Bourke Street from 1925 indicate that A G Healing & Co, cycle works, occupied a new building on the site, which was constructed for the company in the same year (see Figures 1 and 2) (Mahlsted Map no 13, 1925; *Herald* 27 April 1927:1). A new factory was built in 1927 for A G Healing Ltd in Franklin Street, Melbourne, to a design by architects Sydney Smith, Ogg & Serpell (*Age* 27 April 1927:13). The company moved from 354-360 Little Bourke Street to its Franklin Street headquarters in that year. Melbourne House was sold for £68,000 in 1926 and the company closed in the 1970s (*Herald* 25 November 1926:1).

Melbourne directories in 1925 indicate that the building had been named Melbourne House by that year, and that all the floors were occupied by a variety of companies. These companies were almost all manufacturers or importers (S&Mc 1925). This continued to be the case through to 1950, with manufacturers and merchants continuing to be listed at the site (S&Mc 1933, 1938, 1942, 1950).

Some businesses maintained their tenancy in the building for long periods of time: for example, by 1950 Robert A Stevens, shoe adjusters had occupied part of the building for 20 years (*Argus* 21 February 1950:3). The building has not been altered significantly since it was constructed. An electric sign was added to the façade of the building in 1936, and timber staircases were replaced with steel stairs in 1986 (MBAI 16563; 61593). The six-storey building was refurbished in 1986 (MBAI 62155). This coincides with the time period that the building was used by the Leo Cussen Institute of Law; the building permit card indicates that the Institute made further changes in 1988 (MBAI 64638).

In 1992, Melbourne House was put up for auction, and purchased by Leo Cussen Institute in 1993. Described as substantial retail premises with five upper floors, the building was let on long leases to Paddy Pallin and the Leo Cussen Institute (see Figure 3) (*Age* 17 August 1992:26). Leo Cussen Institute of Law, an organisation established in 1972, occupied Melbourne House by 1988 (*Age* 17 September 1988:246).

Leo Cussen Institute of Law, an organisation established in 1972, occupied Melbourne House by 1988 (*Age* 17 September 1988:246). The Leo Cussen Institute purchased Melbourne House in 1993

and continued to operate from the building until selling it in 2017 (CT:V9759 F125; *Sydney Morning Herald* 26 September 2017). Today operating as the Leo Cussen Centre for Law, the institute was named after one of the leading figures in Australian legal history, Sir Leo Cussen (Leo Cussen Centre for Law 2018).

Sydney Smith, Ogg & Serpell, architects

Sydney Wigham Smith (1868-1933) and Charles A Ogg (1867-1932) formed a partnership in 1889. Smith was initially articled to his father, Sydney William Smith, who worked as an engineer and municipal surveyor in suburban Melbourne for some 30 years. Ogg worked for Reed, Henderson & Smart for five years before entering the partnership (Coleman 2012: 676).

The firm designed houses, shops, banks, hotels and churches, and their early designs drew on the Arts and Crafts and Art Nouveau styles of the United Kingdom. One of the notable examples in the city is Milton House, Flinders Lane (1901). From c1911 to 1914, the firm produced a series of innovative hotel designs, influenced by Arts and Crafts and Art Nouveau styles, largely in the inner suburbs, including the Bendigo Hotel, Collingwood (1911); Perseverance Hotel, Fitzroy (1911); and Kilkenny Inn, King Street, Melbourne (1913). Similar characteristics can be seen in their designs for a series of State Savings Banks, including Moonee Ponds (1905), Elsternwick (1907), and Yarraville (1909). All have symmetrical, red-brick façades with various combinations of bay, arched and circular window forms and render, wrought iron and terracotta detailing (Coleman 2012).

From the 1920s the work emerging from Sydney Smith, Ogg & Serpell represented some of Melbourne's largest commercial buildings, and reflected changing stylistic influences, including the commercial palazzo form. Awarded the 1933 Royal Victorian Institute of Architects' Street Architecture Medal, the Port Authority Building, Market Street, Melbourne (1929-31) is acknowledged as representing a culmination of these changes in stylistic influences. (Coleman 2012: 677) The Port Authority Building is listed on the Victorian Heritage Register (VHR No. H0965).

Smith and Ogg both died in the early 1930s; Charles Edward Serpell (1879-1962), who joined the partnership in 1921, continued to practice until he retired in 1956 (Coleman 2012: 676).

Reinforced Concrete & Monier Pipe Construction Co, builders

The Monier system of construction was patented in 1867 by Joseph Monier, a French manufacturer of garden ware who made planter pots of coarse mortar reinforced with a grid of small-diameter iron bars. The technique and patents were gradually extended to cover, amongst other things, arch bridges. Monier appears to have sold his patents in various territories outright and died in poverty in 1906 (*John Monash*).

In Australia in the late 1890s, the Sydney firm of Carter Gummow & Co (later Gummow & Forrest), with their engineer W J Baltzer, held Australian rights to the Monier reinforced concrete system. Professional interest in the new technique was promoted through engineering societies and journals and at exhibitions. The technique was adopted by The Reinforced Concrete and Monier Pipe Construction Co, formed in 1905 in Melbourne. From 1905 to 1914, John Monash was the engineering director of the company. The company engineered and manufactured reinforced concrete bridges, tanks, silos and buildings (*John Monash*).

SITE DESCRIPTION

Melbourne House, 354-360 Little Bourke Street, is a six-storey interwar commercial building in the interwar Chicagoesque style. It exhibits some of the main characteristics of the style, such as a strong vertical emphasis resulting from projecting pilasters and mullions and with large horizontally proportioned windows separated by articulated spandrels at each floor. It is constructed using a reinforced concrete frame with a low pitch roof of corrugated iron. The façades are of painted render, over non-loadbearing brickwork. It is located on the north side of Little Bourke Street, a narrow, street with shallow basalt footpaths. Its eastern edge is bound by White Hart Lane.

Melbourne House is a typical and intact example of the early twentieth-century development in Melbourne. The shopfronts at street level have been substantially altered. Above the ground floor, a prominent decorative lintel, with fluted recessed panels, roundels and a panel with the words 'Melbourne House' in relief, provides a base for the upper storeys. Spandrels with recessed panels express the floor levels yet are subdued to emphasise verticality. Plain expressed pilasters and mullions run the entire height of the façade and terminate at a substantial cornice. The cornice extends across the major part of the façade, stopping short of a vertical element at each end, presumably housing the stairwell(s). Fenestration is generally restrained but appears to be substantially intact. The window openings are primarily horizontally proportioned with secondary vertically proportioned items. The windows that were probably steel framed have been replaced with single-pane non-openable windows with aluminium frames.

The eastern elevation, fronting White Hart Lane, is devoid of any extraneous detailing. Fire escape stairs remain fixed to the rear (north) elevation. Window openings at these elevations are original, though as for the principal elevation, the original window frames have been replaced.

INTEGRITY

The building is relatively intact. Its original scale and form have been retained, with no upper floor additions. The original pattern of fenestration and window openings have been retained at the upper levels and the broad character of the building survives in its presentation to Little Bourke Street. The external wall surfaces of the traditional materials are also intact, as is the decoration to the lintel at the base of the first floor.

Alterations include the alteration of the street-level shopfront window, and replacement of the original windows at the principal and side elevations.

Overall the building is of high integrity.

COMPARATIVE ANALYSIS

Structural steel and reinforced concrete framing became popular building materials in interwar Melbourne, inspired by Chicagoan architecture in the late nineteenth and early twentieth centuries. Departing from load-bearing brick walls, many 1920s examples employed these new building methods that allowed windows to become larger and more prominent on façades, whilst also allowing for increased building heights. Most of the buildings were designed in the interwar Commercial Palazzo or Chicagoesque styles, both of which derived from the rebuilding of the core area of Chicago after 1871.

Although they were characterised by an expressed structural system of concrete columns and floor plates, these examples typically retained elements of restrained classical detailing in the form of a rusticated base, expressed pilasters, projecting cornices and decorative mouldings.

The following images and descriptions have been adapted from CoMMaps, unless otherwise stated.

Monier warehouses, 18 and 30 Oliver Lane, 1907 (VHR H1135; HO942)

Two warehouses were built in 1907 using the Monier system of reinforced concrete. They are early examples of this technique in construction that was adapted from bridge construction. The external walls along Oliver and Higson Lanes consist of non-load bearing concrete infill panels, a precursor of curtain walling.



Figure 3. 18 and 30 Oliver Lane, built in 1907 (Source: VHD)

Port of Melbourne Authority building, 29-31 Market Street, 1929-1931 (VHR H0965; HO723)

The Former Port of Melbourne Authority Building is a nine-storey structure erected by Hansen and Yuncken in 1929-1931 to a design by Sydney Smith, Ogg & Serpell. The building's architectural worth was recognised soon after its completion, when it won the 1933 Royal Victorian Institute of Architects' Street Architecture Medal. Additional floors were added c2000.



Figure 4. 29-31 Market Street, built in 1929-1931. (Source: VHD)

Hardware House, 386-392 Little Bourke Street, 1926 (Significant in HO1205 Guildford & Hardware Laneway Precinct)

The six-storey corner building was built in 1926 as the new club premises for the Hardware Club, which was originally formed in the mid-1890s as a social club for members of the hardware trade. It was designed by architect J V Ward in the Chicagoesque style and constructed by the Concrete Building Company. Window joinery and glazing to the upper levels have been altered, although the original pattern of fenestration and broad character of the building survives.



Figure 5. 386-392 Little Bourke Street, built in 1926.

333 Flinders Lane (HO647, Significant in HO506 Flinders Lane Precinct)

A five-storey brick former warehouse with basement parking. Designed by HW & FB Tompkins in the Chicagoesque style and built in 1912 by John Carter for Edward Doery and William Tilley, principals of the boot warehouseman Doery Tilley & Co. The company held the property until 1969. It was refurbished and subdivided into offices in 1987.



Figure 6. 333 Flinders Lane, built in 1912.

Benjamin House, 360 Little Collins Street, 1929 (HO1210)

The commercial building (former warehouse) at 358-360 Little Collins Street, incorporates building components from pre-1869, 1871 and 1929. The latter works are most evident in the current building form and expression, including the five-storey height, Chicagoesque-style façade, and large windows to the east elevation above ground floor level.



Figure 7. 358-360 Little Collins Street, built in 1929.

London Stores, 341-357 Bourke Street, 1925 (HO545, HO509 Post Office Precinct)

341-357 Bourke Street consists of three interconnected buildings. The London Stores Building is a 10-storey concrete building with basement designed by HW & FB Tompkins in the Classical Revival style and built in 1925, 341 Bourke is a three storey brick building, while 345 Bourke is a four storey brick building built in the interwar Neo-Baroque style. The property was subdivided in 1995.



Figure 8. 341-357 Bourke Street, built in 1925.

Equitable House, 335-349 Little Collins Street, 1925 (Recommended as significant in the Hoddle Grid Heritage Review)

A substantial 1925 asymmetrical Commercial Palazzo style building designed by Stephenson and Meldrum.



Figure 9. 335-349 Little Collins Street, built in 1925. (Source: Context)

Melbourne House is a simple and restrained example of an interwar Chicagoesque style commercial building in Melbourne. It is comparable to other examples in the surrounding area that are included in the Heritage Overlay, in precincts or as individually significant places. Although the ground level shop fronts have been altered and the original windows replaced, the retention of original details such as the 'Melbourne House' lettering to the decorative lintel over the ground floor, is notable. As a reinforced concrete building using the Monier system it is relatively late in the use of this technology. As a building by Sydney Smith, Ogg & Serpell it is a modest example, with the former Port of Melbourne Authority building at 29-31 Market Street considered as an exemplar of their classical revival work.

The subject site is especially comparable to Hardware House, located at 386-392 Little Bourke Street, which has a similar level of intactness and integrity. Like at Melbourne House, the window frames and glazing have been replaced at Hardware House. Hardware House also has visible additions to the top. Hardware House is distinguished from Melbourne House by the retention of its two original shopfronts in broad form. At Melbourne House the street level shopfront window has been altered. Both buildings are in close proximity and were built at a similar time, and are similar in scale. In spite of the changes to upper level window joinery and glazing, both buildings retain the broad architectural character of the original building.

The design and degree of articulation and decoration at Melbourne House is quite restrained compared to more outstanding and elaborate examples of the style, and the façades are of painted render rather than more sophisticated or expensive materials such as glazed terracotta or face brickwork. Although restrained, Melbourne House is a competent and representative example of an architect-designed commercial and manufacturing building in the interwar Chicagoesque style.

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

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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

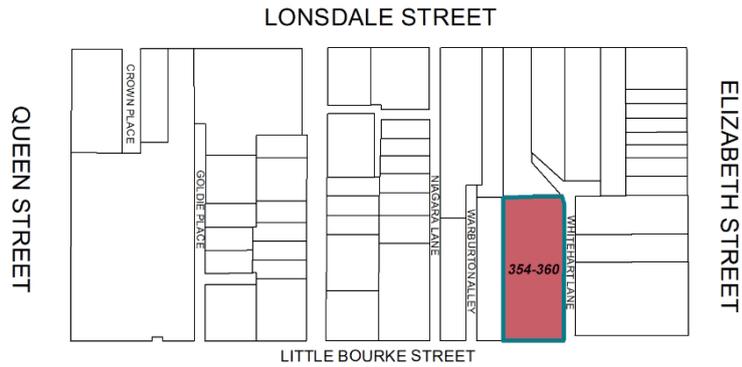
**Central City Heritage
Review 2011**

Ungraded

STATEMENT OF SIGNIFICANCE

Heritage Place: Melbourne House

PS ref no: HOXXXX



What is significant?

Melbourne House at 354-360 Little Bourke Street, Melbourne, a six-storey commercial and manufacturing building of reinforced concrete built in 1923.

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

- The original building form, materials and detail;
- Pattern and size of original fenestration;
- External wall surfaces of painted cement render; and
- Decoration to the lintel at the base of the first floor.

Alterations at the street-level shopfront and replacement of glazing at the principal and side elevations are not significant. They have not resulted in a major adverse impact on the integrity of the place.

How it is significant?

Melbourne House is of local historical and representative significance to the City of Melbourne.

Why it is significant?

Melbourne House at 360 Little Bourke Street is historically significant as a relatively intact example of the first wave of tall buildings constructed between World War One and World War Two that replaced the low-scale buildings dating from the nineteenth and early twentieth century. This wave of development evidences the rapid expansion of Melbourne's business and manufacturing sector. (Criterion A)

Melbourne House at 360 Little Bourke Street is historically significant as a purpose-built building for the business A G Healing & Co. Alfred George Healing established a wholesale motorcycle and bicycle trading business in Richmond in 1896, moving to Niagara Lane by 1902 and to 354-360 Post Office Place (the subject site), by 1910. The commissioning of 360 Little Bourke Street in 1923, corresponded with an interstate expansion of the company, which by the 1930s, had made A G Healing & Co into the largest motorcycle manufacturer and retailer in Australia. A G Healing & Co moved from Melbourne House in 1927. (Criterion A)

Melbourne House is significant as a relatively intact, competent and representative example of the interwar Chicagoesque style, which demonstrates the exploration of building styles that adapted classical traditions to the new taller forms. The building exhibits a strong vertical emphasis resulting from projecting pilasters and mullions and a substantial cornice. Articulated spandrels at each floor separate the horizontally proportioned windows. In spite of changes to upper level window joinery and glazing the building retains its original pattern of fenestration and the broad character of the original building. Built in 1923 to a design by well-known commercial architects Sydney Smith, Ogg & Serpell, Melbourne House is significant as a modest example of the widespread adoption of reinforced concrete structural frame technology which allowed buildings to be constructed to greater heights, with larger windows and more open floor areas than earlier load bearing building systems allowed. Its use of the patented Monier system of reinforced concrete construction, promoted by the Reinforced Concrete & Monier Pipe Construction Co. from 1905, is a relatively late example. It (Criterion D)

Primary source

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

