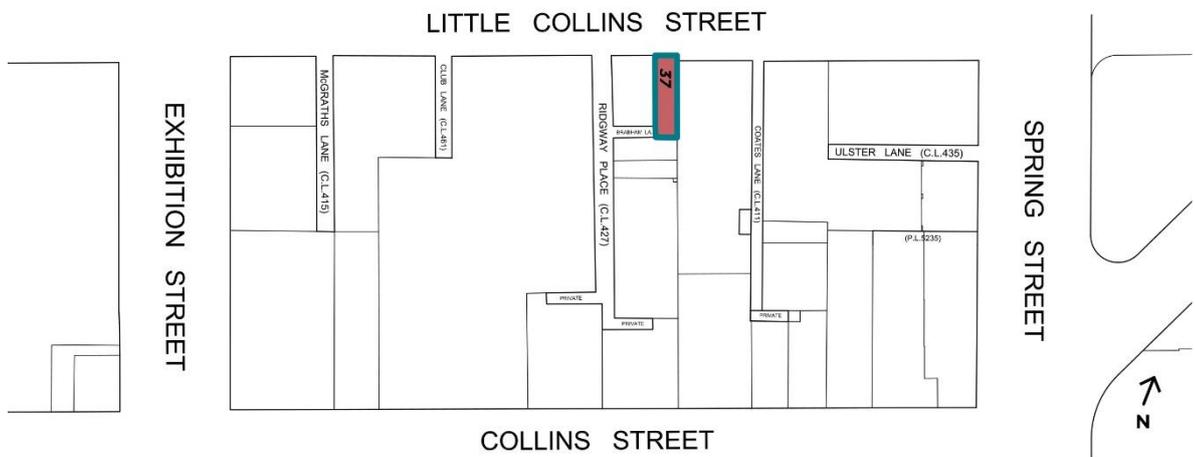


SITE NAME	Shop
STREET ADDRESS	37 Little Collins Street Melbourne
PROPERTY ID	105911



SURVEY DATE: May 2017		SURVEY BY: Context Pty Ltd	
HERITAGE INVENTORY	H7822-1773	EXISTING HERITAGE OVERLAY	No
PLACE TYPE	Individual Heritage Place	PROPOSED CATEGORY	Significant
DESIGNER / ARCHITECT / ARTIST:	H W and F B Tompkins	FORMER GRADE	C
		BUILDER:	W A Cooper
DEVELOPMENT PERIOD:	Federation/Edwardian Period (1902-c1918)	DATE OF CREATION / MAJOR CONSTRUCTION:	1906

THEMES

ABORIGINAL THEMES	SUB-THEMES
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a commercial city	5.4 Developing a retail centre 5.2 Developing a manufacturing capacity

LAND USE

HISTORIC LAND USE	
Archaeological block no: 48	Inventory no: 773
Character of Occupation: Commercial, Residential	
Fifth land sale 1839, Allotment 5. Lanes & Subdivisions developed by 1839.	
1850 Proeschel	Building
1855 Kearney	
1866 Cox	Building
1877 Dove	
1880 Panorama	
1888 Mahlstedt	Two single-storey buildings, Wo Lee, Chinese Laundry
1905/6 Mahlstedt	Vacant, used as laneway/access
THEMATIC MAPPING AND LAND USE	
1890s	Retail
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 two-storey brick commercial building, constructed c.1906, operated as a tea and coffee merchants for a considerable part of its early history. Designed by architects H W and F B Tompkins, the building is notable for its Federation-era styling.

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.

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

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

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

Building a manufacturing capacity

As Melbourne developed through the nineteenth century, so did its manufacturing industry. Flinders Lane became an important area for clothing manufacturers, while Chinese cabinet makers were concentrated at the east end of town. Factories tended to be small and specialised. Food-processing plants were established in north and west Melbourne. Large factories, built in the later nineteenth century and early twentieth century tended to be built outside the City of Melbourne, where land was more easily obtainable (Context 2012:44).

SITE HISTORY

37 Little Collins Street was part of the fifth Crown land sale in Melbourne in 1839. Lane and subdivisions were developed the same year. By 1850 the land housed a building and by 1888 the site comprised two single-storey buildings, one of them Wo Lee's Chinese Laundry. In 1905, the site was vacant and used as an access laneway (Fels, Lavelle & Mider 1993).

The two-storey brick building at 37 Little Collins Street was designed by architects H W and F B Tompkins and constructed by builder W A Cooper. The construction date is estimated to be 1906, with the 'notices of intent to build' lodged in May of that year. The first owner between 1906 and 1910 appears as a 'Miss Moss' (MCC registration no 19, as cited in AAI, record no 76919; Mahlstedt 1910), but it is not known how long she retained the property.

The Edwardian shop first appeared as 'vacant' in the Sands and McDougall Street Directory published in 1907, and in the following year, it became occupied by the Salvation Army for use as its tea depot for the brand 'Hamodava', established by Salvationist Herbert Henry Booth in 1897 (S&Mc). Hamodava Tea Company imported teas, coffee and cocoa to fund the Salvation Army's work in Australia and New Zealand.

The tea, coffee and cocoa was sold to retailers from the Salvation Army Headquarters, or the Melbourne Citadel, at 69-71 Bourke Street (*Table Talk* 11 April 1901:20). The earlier Hamodava warehouses were situated firstly at 12-14 Westwood Place (internally connected to 69-71 Bourke Street), then at 11 Westwood Place until c.1906 (S&Mc 1898-1906). The location of 37 Little Collins Street was convenient, being only metres away from Westwood Place (Figure 1).

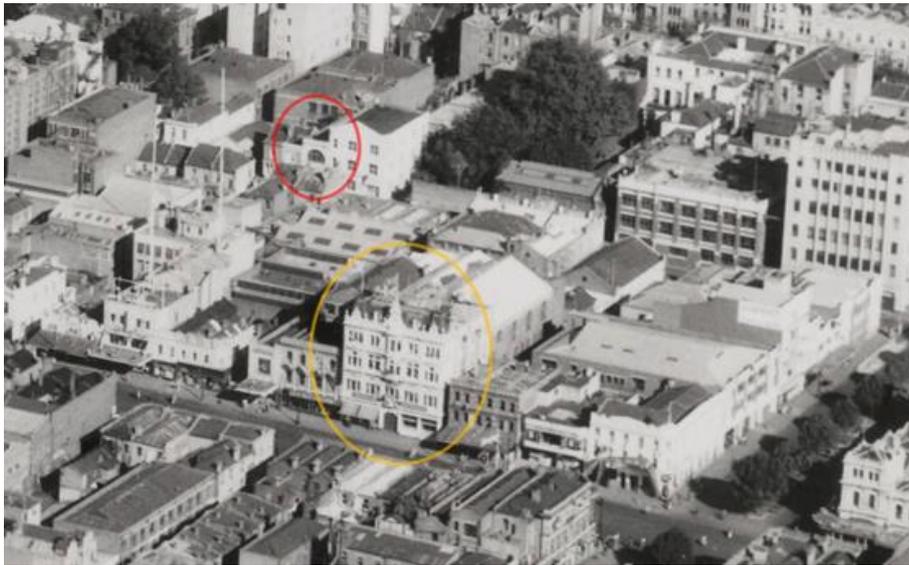


Figure 1. An aerial from 1950 showing 37 Little Collins Street (in red circle) in relation to the Salvation Army Headquarters (in yellow circle) (Source: Pratt 1950).

The Salvation Army warehouse remained at 37 Little Collins until 1920 (S&Mc 1907-1921). Until the early 1930s, the building was continuously leased to tea merchants including Maypole Tea Company in 1922-26 (S&Mc 1922-1926), William Mullin in 1927-31 (S&Mc 1927-1931), and McGuinness and Co Pty Ltd from 1933 (S&Mc 1933). These later tea merchants only stayed for short periods of time, probably due to the depression of the international tea market in the late 1920s and 1930s (Economic History Association).

More recent occupiers of the building included E V Jones, printer, and R E Wilkinson, metal spinner (S&Mc 1935, 1938 & 1942). The building at 37 Little Collins Street was converted into a shop and upper floor office in 1977, and was refurbished as a restaurant in 1995 (CoMMaps).

H W and F B Tompkins, architects

The Encyclopedia of Australian Architecture contains the following entry for architects H W and F B Tompkins:

H W & F B TOMPKINS, architects were established in 1898 when the brothers won a design competition for the Commercial Travellers Association CTA Clubhouse, 190

Flinders Street, Melbourne. Henry Harry William (1865-1959) and Frank Beauchamp Tompkins (c1867-1952) were born in England and educated in South Africa. They migrated to Australia with their parents in 1886. Harry became an assistant architect to Richard Speight Jnr and Frank worked with several architects including Evander McIver and Nahum Barnet. By the mid-1890s Harry had entered a partnership, forming Speight & Tompkins of 493 Collins Street, Melbourne. He left the partnership in 1896 to take up a position in the Western Australia Public Works Department, but was retrenched in 1898 and returned to Melbourne and formed the partnership of H W & F B Tompkins.

The competition win established the firm and by the early 20th century, H W & F B Tompkins was a leading commercial firm. Their commercial work up to WWII reflects the three influences popular at the time: the Romanesque style popularised by such architects as H.H. Richardson in the United States during the late 19th century; the Baroque Revival of the early 20th century, popular in Chicago and San Francisco after 1908; and the Moderne or interwar functionalist style of the 1930s. Both Harry and Frank travelled to the United States and Europe, studying the latest trends in design and construction technology. They were the first architects in Melbourne to implement modern methods of steel frame construction and reinforced concrete in the Centre Way, Collins Street 1911 and the new Commercial Travellers' Association Clubhouse and Commerce House, 318-324 Flinders Street (1912). In 1913, the firm's association with Sidney Myer began with a warehouse building in Bourke Street, the first of many Myer commissions.

Harry Tompkins and Sidney Myer travelled in the United States visiting department stores, including the Emporium in San Francisco, which is reputedly the influence for the Myer Emporium in Bourke Street, Melbourne.

Harry Tompkins, the public face of the firm, was a prominent member of the RVIA; he was a council member (1905-), vice-president (1913) and president (1914-16). Harry was also president of the Federal Council of the AIA (1918-19) and mayor of Kew, the suburb in which he lived, for the same period.

The firm is one of the longest surviving in Victoria. In the 1950s it became Tompkins & Shaw when P.M. Shaw entered the partnership and then Tompkins, Shaw & Evans when Stan Evans joined. In 2003 it was acquired by Michael Davies Associates, forming a new firm, Tompkins MDA Group (Beeston 2012:707-708).

SITE DESCRIPTION

This two-storey commercial building is located between Ridgeway Place and Coates Lane, close to the eastern edge of the city grid. Constructed of face red brick, with no setback to the street, the building is notable for its Federation-era styling.

Engaged brick piers on either side of the building combine with a bricked parapet to form a rectangular façade. The upper level is dominated by a wide semi-circular opening which is bordered with several courses of end bond brick work and a rounded rendered cornice. An eight-paned timber

framed window is set into the arch, and sits over a concrete spandrel. Brick piers have a stone base (missing on one side), and moulded cornices at the mid and upper sections. Rendered cornices run across the upper and lower edges of the parapet.

At ground level, an original shopfront has a recessed entry to one side, with glazed timber entry doors. Large display windows have timber frames and sit above a deep stone sill (painted) and a low red brick wall.

A double height brick wall is partially visible down the eastern side of the building, forward of the setback of the adjacent building. It has been over-painted.

INTEGRITY

37 Little Collins Street maintains a high level of integrity to the upper façade with an articulated timber framed arch-headed window. Changes to the lower level include conversion to a shop and upper floor office in 1977 and refurbishment as a restaurant in 1995.

COMPARATIVE ANALYSIS

Small shops and warehouses constructed during the Edwardian-era are still located within the central city. These small-scale buildings are typically built of brick, and often have been altered at the ground floor level.

The subject building 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 below images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

Exhibition Boot Company, 160-162 Bourke Street, 1904 (HO996)

A two-storey Edwardian brick shop with a basement and a mezzanine. Designed by William Webb and built in 1904, the first tenant was the Exhibition Boot Company. By the 1920s another shoe company, Coon and Sons, had purchased the property, and conducted business from this shop until 1986. It was refurbished in 1987. In 2000, it was refurbished and converted to a restaurant.



Figure 2. Exhibition Boot Company, 160-162 Bourke Street constructed 1904.

Fancy Goods Shop & Residence, 309 Exhibition Street, 1903 (HO1029)

A two-storey brick shop and residence. Designed by WH Smith in the Queen Anne style and built by AE Timms for the fancy goods importer Mr Khuda Bukhsh in 1903. The shop features original leadlight details and a blue-tiled front.



Figure 3. 309 Exhibition Street constructed 1903.

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

A three-storey rendered brick arcade including a basement with entrances to Bourke, Little Collins and Elizabeth Streets. Designed for the barrister Howard Spensley by Charles Webb in the Italianate style. It was built in 1869 by Thomas Newton at a contracted price of £14,039. The Elizabeth Street extension was built in 1902. It was subdivided into individual shops in 1991. It is the oldest surviving arcade in Melbourne and is known as the home of the figures of Gog and Magog which were installed in 1892.



Figure 4. Royal Arcade 148-150 Elizabeth Street constructed 1902.

By comparison to the above examples, the two-storey building at 37 Little Collins Street is reasonably intact, with a high degree of integrity to the upper storey façade. The architectural expression of the subject building is comparable to other Edwardian retail buildings that are already included in heritage overlays.

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

REFERENCES

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

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

City of Melbourne Maps (CoMMaps), 37 Little Collins Street, <http://maps.melbourne.vic.gov.au/>, accessed 25 May 2017.

Economic History Association, *The History of the International Tea Market, 1850-1945*, <https://eh.net/encyclopedia/thehistoryoftheinternationalteamarket18501945/>, accessed 25 May 2017.

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

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

Pratt, Charles Daniel 1950, 'Aerial view of Melbourne looking south east, Victoria', State Library of Victoria (SLV) John Etkins collection, accessed 22 June 2017.

Table Talk, as cited.

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

PREVIOUS STUDIES

**Central Activities District
Conservation Study 1985** D

**Central City Heritage
Study 1993** C

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

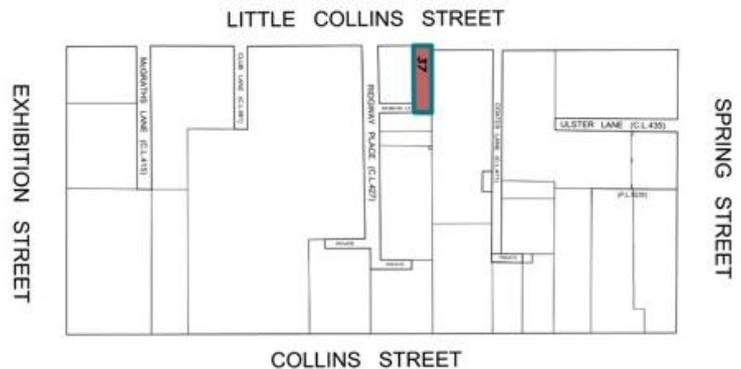
**Central City Heritage
Review 2011** Ungraded

STATEMENT OF SIGNIFICANCE

Heritage Place: Shop



PS ref no: Interim HO1276



What is significant?

37 Little Collins Street, built c1906, and designed by architects H W & F B Tompkins.

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 (upper façade);
- Loadbearing face brickwork;
- Engaged brick piers with stone base and moulded cornices;
- Parapet and rendered cornices; and
- Eight-paned timber framed arch-headed window, concrete spandrel and rounded rendered cornice.

Later alterations to the street level façade are not significant.

How it is significant?

37 Little Collins Street is of local historic, representative and aesthetic significance to the City of Melbourne.

Why it is significant?

The building at 37 Little Collins Street is historically significant for its association with retailing, warehousing and manufacturing in the City of Melbourne in the early twentieth century. It is significant for its association with tea importation, firstly by the Salvation Army from 1908-1920 as the Hamodava tea depot, and later by a succession of tea merchants until 1933. (Criterion A)

37 Little Collins Street is a fine and representative example of a commercial building type from the early twentieth century period. The buildings are reasonably intact, with detailing still evident to the upper façade. It is also significant as a fine example of the works of architect brothers, H W and F B Tompkins,

who established their architecture practice in Melbourne in 1898 and became a leading architectural firm. (Criterion D)

The building at 37 Little Collins Street is significant for its aesthetic qualities. Its Federation-style red brick façade is aesthetically distinguished and comprises features such as a wide semi-circular window opening, bordered with several courses of end bond brick work and a rounded rendered cornice; a marble spandrel; engaged brick piers running up each edge of the building and intersecting with a brick parapet featuring rendered cornices that contribute to its picturesque composition. (Criterion E)

Primary source

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