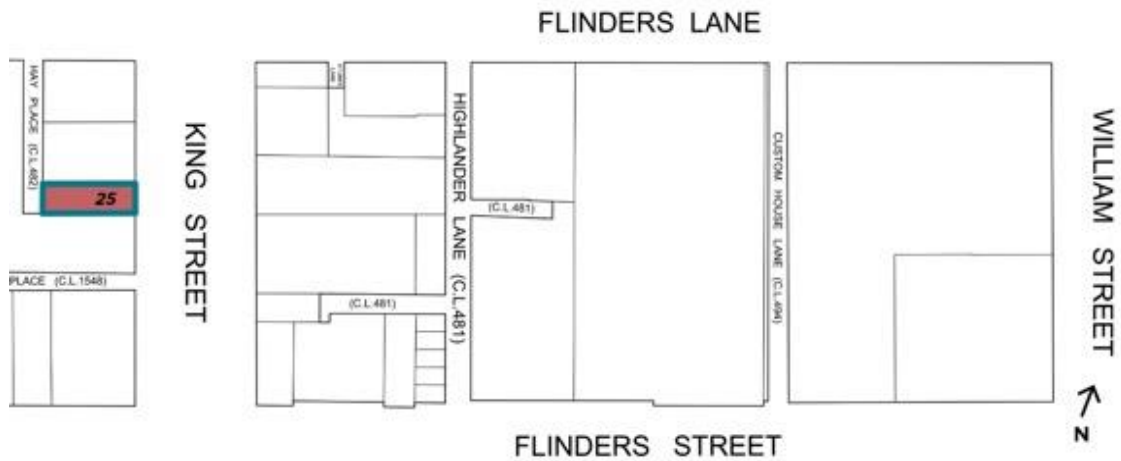


SITE NAME	Former Melbourne Shipping Exchange
STREET ADDRESS	25 King Street Melbourne
PROPERTY ID	105293



SURVEY DATE: October 2017		SURVEY BY: Context	
HERITAGE INVENTORY	H7822-1848	EXISTING HERITAGE OVERLAY	No
PLACE TYPE	Individual Heritage Place	PROPOSED CATEGORY	Significant
DESIGNER / ARCHITECT / ARTIST:	Frederick Williams	FORMER GRADE	C
DEVELOPMENT PERIOD:	Victorian Period (1851-1901)	BUILDER:	Not known
		DATE OF CREATION / MAJOR CONSTRUCTION:	1889

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	5.2 Melbourne as a trading port
	OTHER SUB-THEMES
	5.5 Building a manufacturing industry

LAND USE

HISTORIC LAND USE	
Archaeological block no: 57	Inventory no: 848
Character of Occupation: Commercial	
Land sale details not provided.	
1866 Cox	Building on site.
1877 Dove	Two-storey building and yard, J Johnson, Store.
1880 Panorama	
1888 Mahlstedt	Two-storey building, yard, shed.
1905/6 Mahlstedt	Three-storey building, Melbourne Steam Ship Company.
THEMATIC MAPPING AND LAND USE	
1890s	Not able to be determined.
1920s	Services.
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

The four-storey commercial building at 25 King Street was built for the Melbourne Steamship Company in 1889. Designed by architect Frederick Williams, the building retains high quality detailing to its front façade.

HISTORICAL CONTEXT

Building a commercial city

Melbourne as a trading port

The port on the Yarra River at the western end of the grid, where immigrants arrived and goods into and out of the settlements were handled, determined that this area of the city developed as the mercantile and warehouse district of Melbourne (MPS:6).

Allotments in Flinders Street near King and William streets were close to the river and, as almost all of the commodities needed by the settlement had to be shipped either from Van Diemen's Land or from Sydney, many buildings erected in this area were associated with the storage and sale of goods. Because adequate wharf accommodation was lacking, three waterside allotments adjoining Queens Wharf were offered for sale in August 1841 for the construction of private wharves (Savill 1987).

Cole's and Dobson's wharves were subsequently acquired by the Victorian government after separation from NSW in 1851. With the construction of further extensions, a more or less continuous wharf stretched from Queens Bridge to Spencer Street. In 1853-54 the Australian Wharf, over 2000 feet (600 metres) in length, was constructed downstream from Spencer Street (Trace 2008). Victoria Dock opened in 1892.

A Little Flinders Street (later Flinders Lane) location was ideal for firms requiring access to the main dock at Queens Wharf, the first railway connections at the Hobsons Bay terminal at Flinders Street, and/or the later country terminal at Spencer Street. The heavier goods and bonded stores were located near the wharves and the Customs House in the west (MPS:64).

Little Flinders Street, from Queen Street to Russell Street, became the recognised wholesale trading area for imported goods, including crockery, glassware, manchester, clothing and dress materials. Buyers from retail stores in the suburbs and country towns converged on what became known as 'the Lane'. Commercial travellers employed by the various warehouses travelled the length and breadth of the state with samples of goods from the warehouses (Savill 1987).

The Yarra and the docks west of Swanston Street were in essence the 'lifeline' of the city, providing port facilities and defining the city's siting.

Building a manufacturing industry

As Melbourne developed through the nineteenth century, so did its manufacturing industry. Flinders Lane became an important area for clothing manufacturers, while Chinese cabinetmakers were concentrated at the east end of town. Food-processing plants were established in north and west Melbourne where factories tended to be small and specialised. Large factories, built in the later nineteenth century and early twentieth century, were mostly built outside the City of Melbourne, where land was more easily obtainable (Context 2011:35).

After being the centre of manufacturing in Australia in the 1920s, Melbourne's importance in this regard began to decline. In the postwar period many city factories and warehouses were left empty or converted for other uses. The industrial area of Southbank has been virtually obliterated by the new developments of the 1990s (Context 2011:35).

SITE HISTORY

The first documented occupation of the site at 25 King Street, originally 17 King Street, dates to 1854, with previous buildings on the site including Martindale and Steele's store (*Age* 1 November 1854:1; Fels, Lavelle & Mider 1993, Inventory no 848).

Melbourne Steamship Co Ltd 1885-1912

In 1884 shipping businesses James Deane and Co, Melbourne Coal Co and Hobson's Floating Dock Co were sold to a private company directed by H R Reid, Captain James Deane and Captain James McIntyre, and managed by D York Syme. It became the Melbourne Coal, Shipping and Engineering Co (UoM). Reid held many public positions in Melbourne, including the President of the Chamber of Commerce, whilst cousins and Port Phillip Sea pilots Deane and McIntyre were well known identities in shipping circles throughout Victoria (*Maitland Weekly Mercury* 28 September 1907:13; *Muswellbrook Chronicle* 24 April 1909:4; *Williamstown Chronicle* 2 March 1900:3).

In 1885, a brick building of three floors containing a store and offices was constructed on the subject site by builder James Carlton for the Melbourne Coal, Shipping and Engineering Co, and called the 'Shipping Exchange' in Sands and McDougall street directories from c1892 (Figure 1) (MCC registration no 1781, as cited in AAI, record no 71743). Fire damaged the building in 1888, burning the roof and destroying the top storey and the entire contents of the building (*Argus* 8 December 1888:7). This destruction, coupled with severe water damage to the other levels, resulted in the structure's complete rebuilding the following year.

The new three-storey building plus basement was erected on the site in 1889 to the design of architect Frederick Williams (Figure 2) (*Australasian Builder and Contractor's News* 5 January 1889:21). In 1895 the Melbourne Coal, Shipping and Engineering Co was renamed the Melbourne Steamship Co (UoM). Until 1909 the firm operated from the ground floor of the building and Reid, Deane and McIntyre occupied offices on the first level, with executors of Deane's estate taking up his office from his death in 1900 (S&Mc 1890, 1892, 1896-1910). Other tenants during this time included champagne and wine manufacturers, printing goods importer and oil and general merchants, among others.

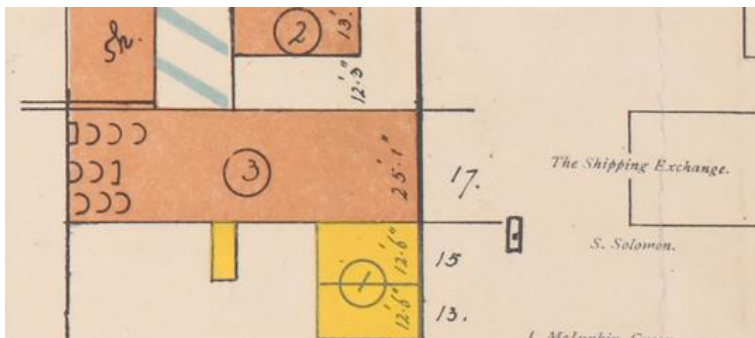


Figure 1. Detail from 1888 Mahlsted plan shows the original 1885 building on the site before it was destroyed by fire. (Source: Mahlsted Map, no 1A, 1888)

By 1910 the Melbourne Steamship Co had expanded its offices to occupy all three floors of the building, and by 1913 had vacated the premises at 25 King Street and re-established itself in a new building at 27-31 King Street next door (Figure 2) (MCC registration no 3392, as cited in AAI, record no

71706; S&Mc 1910-1913). The business survived at these new premises into the 1960s, until the sale of its biggest and most well-known ship, Duntroon.

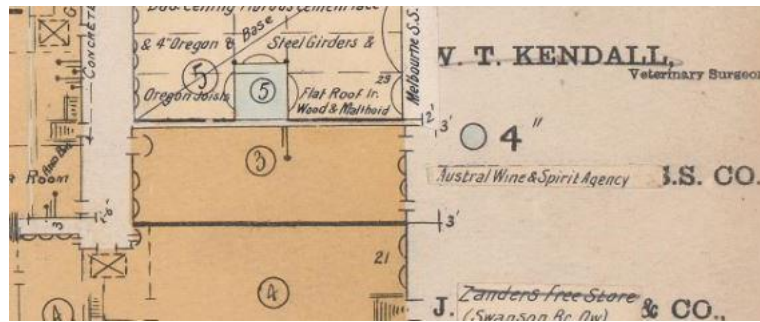


Figure 2. Detail from 1910 Mahlsted plan shows the current building on the subject site. In 1910 25 King Street was still occupied by the Melbourne Shipping Co., despite a tab for 'Austral Wine & Spirit Agency' blocking out the business name on the above plan. (Mahlsted Map, no 24, 1910)

In 1913 25 King Street was sold to Mary Georgina Alston, wife of one of Australia's leading nineteenth century industrialists, James Alston (CT:V3727 F745302). Mary was an avid philanthropist; at her death in 1932 she was president of the Women's Hospital and Loreto Free Kindergarten, as well as patroness of the central executive of St Vincent's Hospital and a vice-president of the Victoria League. During World War One she had been a zealous worker for the Red Cross and she was also a member of the Lyceum Club (Parsons 1979).

Austral Wine and Spirit Agency 1916-1922

In 1916 merchant Pierce Cody moved his wine and spirit agency from 407 Little Collins Street into the building at 25 King Street, purchasing the property in July 1920 (CT:V03727 F302; S&Mc 1916). On Cody's death in 1923, the property and business were devolved to his sons Patrick and Matthew, and while Austral Wine and Spirit Agency had moved on from 25 King Street in 1922, the property itself remained with the Cody family for the next 50 years. Other tenants during the Cody's ownership included the agency for the Australian Farmers' Service, Colonial Rubber Co Ltd manufacturers, and various ship chandlers (S&Mc 1922-1942).

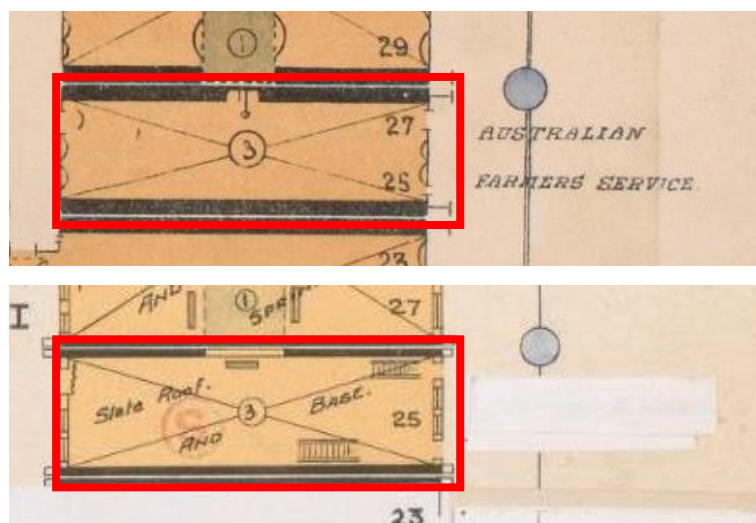


Figure 3. Details from 1925 (top) and 1948 (bottom) Mahlsted plans show the building at 25 King Street remaining unchanged over the years. (Source: Mahlsted Map, no 24, 1925; Mahlsted Map, no 24, 1948)



Figure 4. Photograph from the late 1960s showing 25 King Street delineated in red outline. (Source: Halla 1965-1972, SLV)

Frederick Williams, architect

Frederick Williams became a councillor (1875-1886) and mayor (1880) of Sandridge Council (Port Melbourne) following his arrival in Melbourne in 1857. Williams commenced his career as an architect and surveyor in 1869 and was engaged in erecting numerous buildings in the city, suburbs and country. He designed many buildings in Port Melbourne including Excelsior Hall, the Holy Trinity Church Hall and Graham's Family Hotel. He also designed the extension to Swallow and Ariell's biscuit factory on the corner of Rouse and Stokes streets, Sandridge (Port Melbourne) as well as its office and counting house on the opposite side of Stokes Street (Gee 2010).

Williams was chosen as the Sandridge Council's representative on the Melbourne Tramways Trust and served in that capacity until 1886, when he retired from Council. He was appointed architect to the Modern Permanent Building Society in 1883. His offices were at 76 Collins Street west and his private residence was in Brighton (Gee 2010).

SITE DESCRIPTION

25 King Street is a four-storey Victorian commercial Italianate building comprised of three storeys plus a half basement. The rendered brick building has a slate hipped roof concealed by a panelled parapet. The rusticated ground floor is articulated by two engaged pilasters with a simplified Corinthian entablature above. Entry doors are located at each edge of the building with the entry to the upper floors located at the southern end of the building and two bluestone steps leading to a

timber panelled door. A second, timber panelled door is located at the northern end of the building providing access to the basement. Two centrally located half sized windows with steel grilles sit almost at ground level and service the basement, and a non-original tripartite window services the ground floor. Matching rectangular double hung windows are located on the first level, above each of the doors.

The second floor and third floor are separated by a deep moulding and are characterised by generous double hung timber-framed windows. The second-floor featuring four arched window openings is more elaborate than the third floor with a different design of segmented arched window openings framed by moulded architraves and sill brackets. A shallow cornice is located above the windows.

INTEGRITY

25 King Street maintains a high degree of integrity. It is substantially intact, with some reversible changes including a non-original window centrally located at the first level.

COMPARATIVE ANALYSIS

Late Victorian buildings constructed during the 1880s helped shape Melbourne into a commercial city. Often with multiple storeys, the use of these buildings varied, from housing walled office spaces to offering large workshop floors. Being influenced by the 1880s property boom, these commercial buildings were popularly treated with Renaissance and Italianate styles, which are closely associated with Melbourne's Boom Style.

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 images are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

Selected examples from the 1880s include:

Former Gordon Building, 384-386 Flinders Lane, 1885 (Interim HO1271 – recommended as significant in the Hoddle Grid Heritage Review)

This building, also designed by architect Frederick Williams, was built as office accommodation for biscuit manufacturer, Swallow & Ariell. The distinctive four storey (plus basement) office building was originally built as two storeys (plus basement) in 1885, with an additional two storeys built several years later in 1888. The cohesive arrangement of elements such as arched windows openings, moulded cornices and parapet detailing results in an Italianate façade.



Figure 5. 384-386 Flinders Lane constructed 1885. (Source: Context 2017)

Georgy Robertson & Company Pty Ltd, 392-396 Little Collins Street, 1882-83 (HO1056)

A five-storey cement rendered brick former warehouse (originally one of a pair). Built for book-selling and publishing company, George Robertson & Company Pty Ltd. Designed by Twentyman & Askew in the Italian Renaissance style and completed in 1883. Refurbished, converted and subdivided into 31 residential units and one ground level retail unit in 1995.



Figure 6. 392-396 Little Collins Street constructed 1882-83. (Source: Butler 2011)

Schuhkraft & Co Warehouse, 130-132 Flinders Street, 1885 (HO1036)

A five-storey cement rendered brick former warehouse. Designed by William Henry Ellerker in the Italian Renaissance revival style and built by Charles Butler in 1885 for the printers and stationers Schuhkraft & Co. Refurbished, converted and subdivided into residential units with ground level retail in 1995.



Figure 7. 130-132 Flinders Street constructed 1885. (Source: Butler 2011)

Former Thomas Warburton Pty Ltd warehouse, 365-367 Little Bourke Street, 1887 (HO1052)

A pair of three-storey brick former warehouses to Little Bourke and Rankins Lane with another two-storey building to Warburton Lane with ground level parking. Designed by Twentyman & Askew and built by William Radden for the ironmonger and engineer Joseph Warburton in 1887. Refurbished and subdivided into a mix of retail, office and residential units in 2000.



Figure 8. 365-367 Little Bourke Street constructed 1887.

25 King Street is a fine example of an Italianate commercial building from the late Victorian era. It compares well to 384-386 Flinders Lane, having been designed by the same architect, but with a higher level of façade detail. It also compares well to 392-396 Little Collins Street in terms of the rusticated base and the upper floors featuring round and segmented arch-headed windows.

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

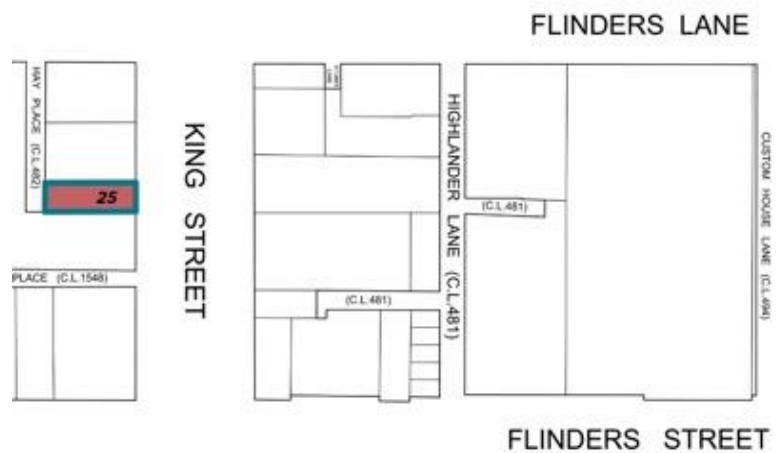
Central Activities District Conservation Study 1985	D
Central City Heritage Study 1993	C
Review of Heritage overlay listings in the CBD 2002	Ungraded
Central City Heritage Review 2011	Ungraded

STATEMENT OF SIGNIFICANCE

Heritage Place: Former Melbourne Shipping Exchange



PS ref no: Interim HO1250



What is significant?

The commercial building at 25 King Street, Melbourne, designed by Frederick Williams and completed in 1889.

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

- The building's original form, materials and detailing;
- The building's high level of integrity to its original design;
- Detailing of the façade including rusticated ground floor, engaged pilasters with entablature above, deep cornices, moulded architraves, sills and sill brackets; and
- Pattern and size of original fenestration, and original window joinery.

Later alterations, including a non-original window centrally located at the first level, are not significant.

How it is significant?

25 King Street, Melbourne is of local historic, representative and aesthetic significance to the City of Melbourne.

Why it is significant?

25 King Street is of historic significance for its association with Melbourne's foremost late nineteenth and early twentieth century shipping company, the Melbourne Coal, Shipping and Engineering Co, known as the Shipping Exchange and from 1895 as the Melbourne Steamship Company. The present building at 25 King Street served as the company headquarters from 1889-1913 before it relocated next door to 27-31 King Street. (Criterion A)

25 King Street is a fine example of an Italianate commercial building from the late Victorian era. Designed by architect and Sandridge mayor and councillor, Frederick Williams, it is significant for its somewhat unusual feature of a half basement which is also employed at Williams' other building at 384-386 Flinders Lane. The Italianate façade is of high quality featuring moulded stucco work to the façade. (Criterion D)

25 King Street is aesthetically significant, demonstrating key characteristics of the Italianate style, including a scholarly arrangement of classical elements such as a decorated parapet, deeply moulded cornices, a variety of windows with segmented, round arched and squared heads and a rusticated ground level with engaged pilasters. 25 King Street is notable for its high degree of integrity to the façade. (Criterion E)

Primary source

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