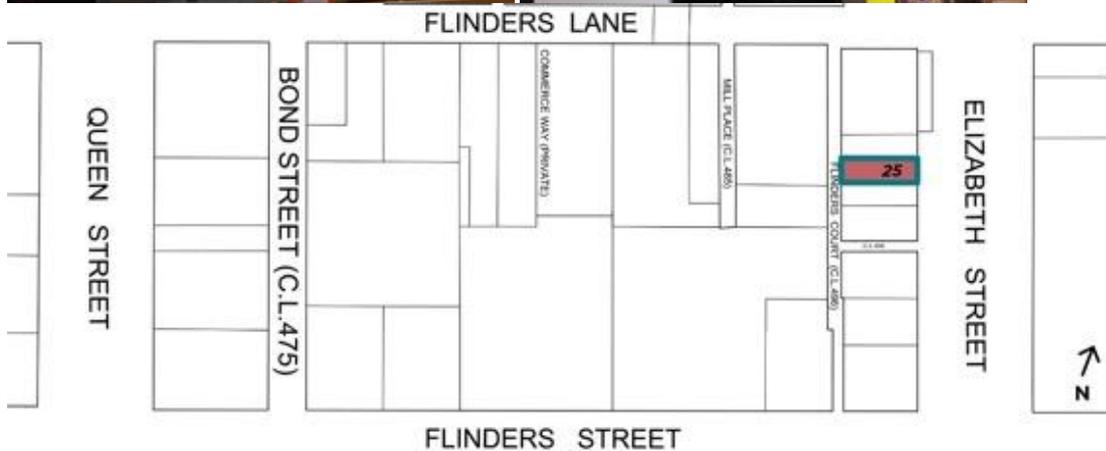


SITE NAME	Former Universal House
STREET ADDRESS	25 Elizabeth Street Melbourne
PROPERTY ID	103170



SURVEY DATE: October 2017

SURVEY BY: Context

HERITAGE INVENTORY	H7822-1880	EXISTING HERITAGE OVERLAY	No
PLACE TYPE	Individual Heritage Place	PROPOSED CATEGORY	Significant
DESIGNER / ARCHITECT / ARTIST:	William Salway	FORMER GRADE	B
		BUILDER:	McConnell & McIntosh
DEVELOPMENT PERIOD:	Victorian Period (1851-1901)	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	5.4 Developing a retail centre

LAND USE

HISTORIC LAND USE	
Archaeological block no: 60	Inventory no: 880
Character of Occupation: Commercial	
First land sale 1837, Block 4 Allotment 9, L McAlister, Subdivision lanes by 1840.	
1839 Williamson	-
1837 & 1843 Hoddle	-
1840 Russell	-
1866 Cox	Brick building, restaurant owned by William Hunt
1877 Dove	W Hunt Full & Plenty luncheon room
1880 Panorama	
1888 Mahlstedt	Hunt's dining room, Horderns Trustees, built new building
1905/6 Mahlstedt	Five-storey building,
THEMATIC MAPPING AND LAND USE	
1890s	Commercial office
1920s	Commercial office
1960s	Commercial office

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

25 Elizabeth Street is a five-storey (with basement) late-Victorian commercial building that is representative of a type of building that flourished in the boom years of the 1880s. These buildings offered retail spaces at ground level and manufacturing, warehouse or office space on the upper floors, providing accommodation for a wide range of businesses, and helping to shape Melbourne into a commercial city.

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).

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, (cited in Context 2012:12).

With the economic boom of the 1880s, the 1880s–1890s was a decade of significant expansion in Melbourne. Investment funds poured in from Britain, imposing buildings were constructed, and speculation reached fever pitch in land, houses, offices and shops (Marsden 2000:28). As Graeme Davison notes, commercial Melbourne extravagantly asserted 'her wealth in stucco and stone' (cited in Marsden 2000:28).

SITE HISTORY

The site at 25 Elizabeth Street, originally no 17, was purchased by L McAlister as part of Crown Allotment 9, Block 4, in the first Crown Land sale of 1837 (DCLS). By 1840 the land had been subdivided, and in 1853 a brick store was built by Richard Richards for Dr John Gemmell on the subject site, at the southern end of Elizabeth Street (Fels, Lavelle & Mider 1993, Inventory no 880; MCC registration no 1923, as cited in AAI record no. 74969). The property was transferred to William Hordern, of the Hordern Australian retailing dynasty, in c1878 (RB 1878).

The Hordern family first came to prominence in Sydney as merchants and retailers with the establishment of Anthony Hordern & Sons. The family gained notability in rural pursuits, stockbreeding, stockbroking, fashion, cricket and parliament.

Anthony Hordern Senior (1788-1869) and his wife Ann Woodhead (c1791-1871) migrated to Sydney in 1823 with their four children. They moved to Melbourne in 1839, though their sons Anthony Junior and Lebbeus returned to Sydney Lebbeus shortly after, setting up the drapery business, L and A Hordern in 1844. Hordern Senior eventually established firm Anthony Hordern & Sons with his second son, Samuel, which became the largest department store in Sydney. With 52 acres (21 hectares) of retail space, Anthony Hordern's Sydney store was also once the largest department stores in the world (Teale 1972). William, fifth son of Anthony Hordern Senior, remained in Melbourne where he married Cecilia Monger in 1852. The pair built the first Methodist church on a corner of their own

property in Alphington, next to the Darebin Creek (*Spectator and Methodist Chronicle* 8 January 1915:54).

Butcher and restaurant keeper, William Hunt operated the 'Full and Plenty' dining rooms and boarding house from the subject premises from at least 1860, for almost three decades (S&Mc 1860-1892).

On Hordern's death in 1881, the property was devolved to his wife Cecilia (PROV VPRS 28/P0 unit 265, item 22/835; S&Mc 1872-1882). In 1889 North Melbourne building firm McConnell & McIntosh were awarded the tender to erect a five-storey warehouse on the site for Mrs Hordern (*Australasian Builder and Contractor's News* 26 January 1889:98). Architect William Salway designed the warehouse in a free Italianate Classical style (Figure 1 and 2) (MCC registration no 3754, as cited in AAI record no 75175). In the same year, Salway also designed the surviving Elizabeth Chambers at 21-23 Elizabeth Street, built in 1890, and a few years earlier, designed the Excelsior Chambers at 17-19 Elizabeth Street, built in 1885.

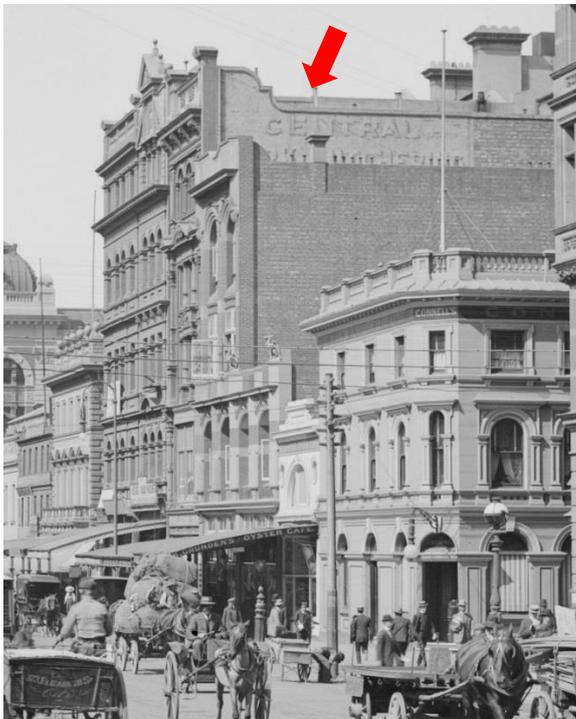


Figure 1. A photograph from the early twentieth-century shows 25 Elizabeth Street with 'Central Pork Butchering' signage painted on parapet wall. (Source: unknown photographer c1900-c1914, SLV)



Figure 2. A c1910 photograph shows 25 Elizabeth Street repainted in white. (Source: unknown photographer c1910, SLV)

Tenants included Wilson, Corben & Co, marble workers and stoneware merchants from 1889-1896; and Cobb & Co, hardware merchants, in 1896-1898 (S&Mc 1889-1903). From 1903 to 1910, A and G Smith operated Central Pork Butchering Co and Tea Rooms from the property (Figure 1). In 1906 a small fire in a drying room on the fifth-floor caused damage to the roof of the building (*Age* 27 March 1906:6).

London Fish Café

On A Smith's death in 1910, the property's lease was transferred to the Alexandra Bros who established the London Fish Café on the premises. Trading under the London Fish Café name continued until c1963 (Age 12 July 1930:1; Argus 22 December 1956:6; S&Mc 1910-1945; RB 1910-1958).

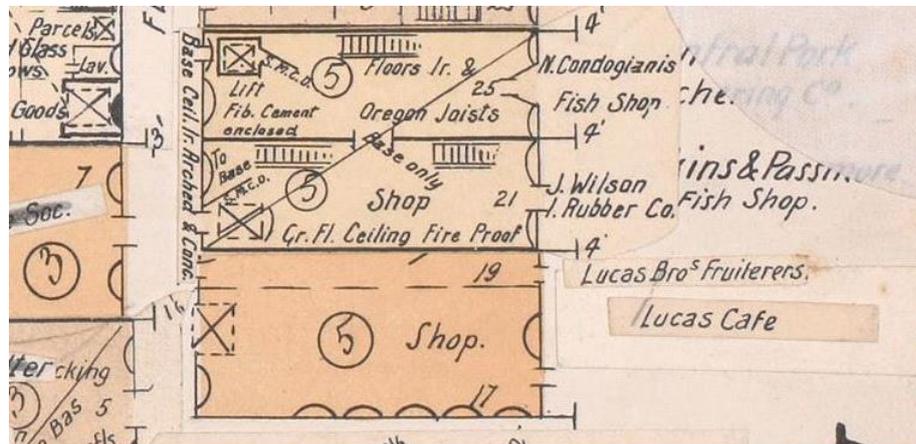


Figure 3. Section from 1910 City of Melbourne Detail Fire Survey Plan by Mahlstedt shows the subject building with an enclosed fibro-cement lift with single metal clad doors, iron floors and Oregon joists, as well as an internal opening connection no 25 with no 21-23 next door. (Source: Mahlsted Map, no 15, 1910)

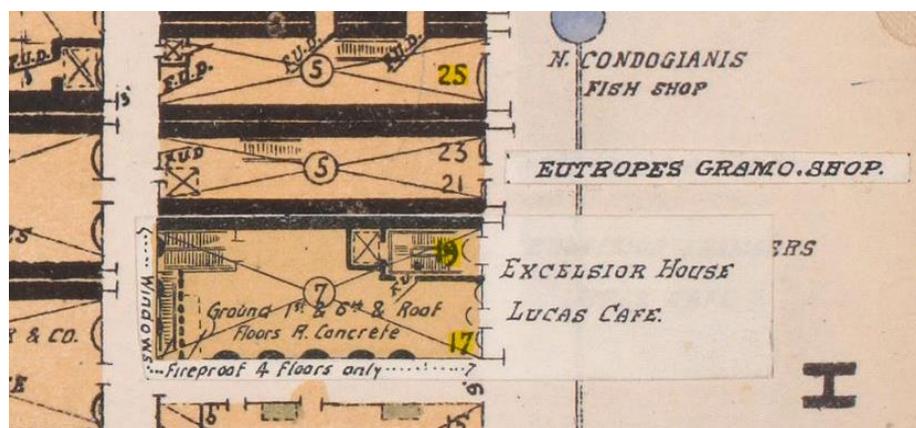


Figure 4. Section from a 1925 Mahlstedt plan shows the subject building with a number of alterations, including a modified façade and the closure of the previous openings connecting to no 21-23. Two new openings here connect no 25 with no 27-29. (Source: Mahlsted Map, no 15, 1925)



Figure 5. A c1918 photograph shows 25 Elizabeth Street with 'London Café' signage painted on parapet wall. (Source: Rose Stereograph Co c1918, SLV)

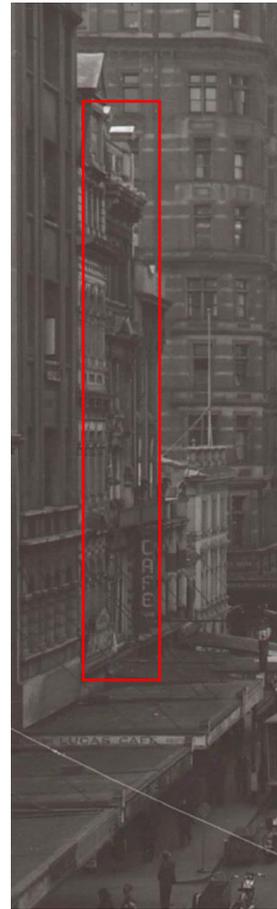


Figure 6. A 1946-53 photograph indicates a high level of soot on the façade, though original decorative façade details from 1889 appear to be intact. (Source: unknown photographer 1946-53, SLV)

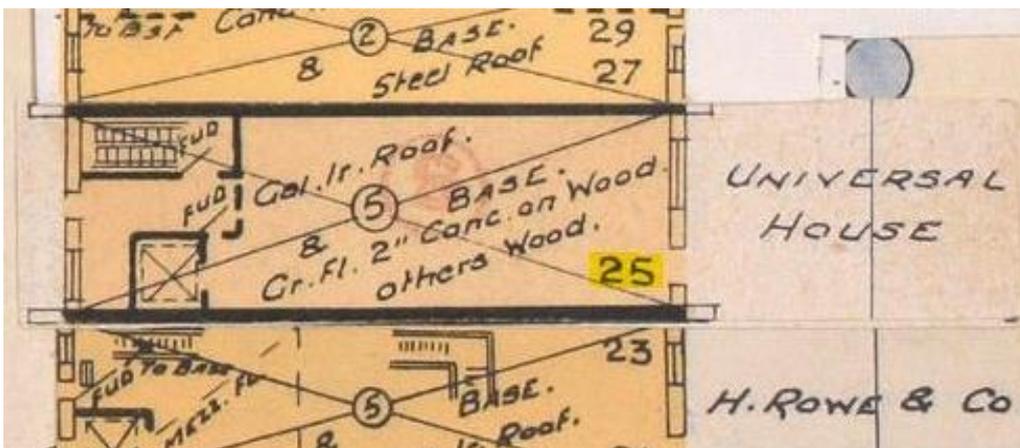


Figure 7. Section taken from a 1948 Mahlstedt plan shows interior alterations including the repositioning of the lift and stairwell and the closing up of interior openings between no 25 and 27-29 Elizabeth Street. (Source: Mahlstedt Map, no 15, 1948)

In December 1956 the property was sold for £50,000, ending the Hordern family's 80-year proprietorship. By 1963 the building was known as Universal House, with available evidence showing

the occupancy of the property by Universal Flexible Trusts Ltd until 1974 (Age 26 August 1963:4; S&Mc 1960, 1965, 1970 and 1974).

Today, 25 Elizabeth Street is tenanted by Smokemart & Gift Box kiosk at ground level, and various organisations providing professional services throughout the upper floors.

William Salway, architect

The *Encyclopedia of Australian Architecture* contains the following information about architect William Salway:

William Salway (1844-1902) was born in London and his family migrated to Australia in 1854. He attended Scotch College (1858-9), matriculated from the University of Melbourne (1865) and subsequently served his articles with Reed and Barnes, with whom he remained until 1867 when he toured to Manila, Ceylon, Singapore and China, remaining in Hong Kong where he practiced from 1868-1876. On his return to Melbourne he joined James Thomas Conlan to form Conlon & Salway. Conlon died in 1880 and Salway continued the practice alone, establishing himself as one of the leading architects of the time. His years of practice span the land boom period of the 1880s and his clients included prominent Melbourne institutions, businesses and citizens, including the Melbourne Cricket Club, the Victorian Racing Club and the City of Melbourne.

It is, nevertheless, in his central Melbourne buildings and suburban mansions that Salway left his mark. He always designed in a free Italianate Classical style. His warehouses develop a vocabulary of layered trabeated (post and beam) facades articulating repetitive rows of rectangular windows and developed with added layers to structural bays and corners. He favoured corner piers capped with inverted console brackets. Further decorative overlays included overlaid pedimented entrance porches, archways and decorative panels to produce dramatic effects. A literal interpretation of the Classical orders was avoided and generally pilasters and the like only appear on entrance porticoes. Important surviving examples include the Meat Market building (1884) at the Queen Victoria Market in Elizabeth Street and the former Ball & Welch warehouse (1883) in Faraday Street, Carlton. (Trethowan 2012:613)

SITE DESCRIPTION

25 Elizabeth Street forms one of a group of three commercial buildings of four to six storeys in the block between Flinders and Collins Streets. Nos 17, 21 (HO105) and 25 are part of the retail core of the central city. They form a distinctive grouping defined by their narrow site footprints and heights. 25 Elizabeth Street is a five-storey (with basement) Victorian rendered brick building. It has a strong vertical character derived from its height in relation to its footprint.

A parapet is intact across the top of the building and conceals a hipped roof form. It is comprised of a central panel adorned with three rectangular floral motifs and flanked with pilasters topped with triangular pediments at each end. Below the parapet, a full entablature is complete with deep moulded cornice, a dentil band and decorative scroll brackets – a pair at each end of the building and two additional brackets across the face.

Each of the four floor levels has groups of three identical windows openings, arched on the upper floor and rectangular on levels two and three. On the first floor enlarged openings have highlight windows and full width windows. First floor windows are early, if not original.

Each level has decorated pilasters on the building edges. Decoration varies between the levels. All other face details have been removed, resulting in a flat rendered face between the pilasters. The remaining stucco decorative elements indicate that 25 Elizabeth Street once formed a highly elaborate Victorian commercial building, matching its neighbour at 21-23 Elizabeth Street.

INTEGRITY

The building retains its early form and presentation as a building designed in the Victorian boom style. Much of the decoration across the face of the building has been removed, but the decoration at the upper and outer edges is intact. The ground floor shop front has been heavily altered.

While some of the detailing has been removed from the second to the fourth floor, it still reads as a mid-rise commercial building from the Victorian era.

COMPARATIVE ANALYSIS

Late Victorian buildings constructed during the 1880s contributed to shaping 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 from the 1880s, being of a similar use, scale, location and creation date. The images are from c2000 or later, provided by CoM Maps unless stated otherwise.

Elizabeth Chambers, 21-23 Elizabeth Street (HO1015)

This five-storey commercial building with basement is adjacent to the subject site. It is one of three buildings in a row designed by architect William Salway. The rendered brick building features a façade designed in the Classical Revival style.



Figure 8. 21-23 Elizabeth Street constructed 1890.

Former Gordon Buildings, 384-386 Flinders Lane, 1885, 1888 (Interim HO1271 – recommended as significant in the Hoddle Grid Heritage Review)

Built as office accommodation by 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. Architect Frederick Williams designed the original building and the extension. The cohesive arrangement of elements such as arched windows openings, moulded cornices and parapet detailing results in an integrated 'Italianate' façade.



Figure 9. 384-386 Flinders Lane constructed 1885 and 1888. (Source: Context 2018)

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

A five-storey cement rendered brick commercial building, designed by William Henry Ellerker in the Italian High Renaissance Revival style and built by Charles Butler in 1885 for the printers and stationers Schuhkraft & Co.



Figure 10. 130-132 Flinders Street constructed 1885.

The subject building compares with the examples above as a late Victorian commercial building, constructed in a classical style. While it does not retain the same level of architectural detail as the example buildings, it is a representative example of this building type that flourished in the boom years of the 1880s and contributed to the shaping of Melbourne as a commercial city.

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

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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**

B

**Central City Heritage
Review 2011**

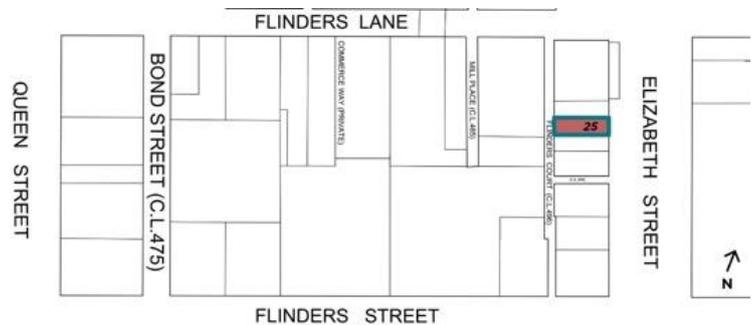
Ungraded

STATEMENT OF SIGNIFICANCE

Heritage Place: Former Universal House



PS ref no: Interim HO1247



What is significant?

25 Elizabeth Street, a five-storey commercial building designed by architect William Salway and built 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;
- Detailing of the upper façade, particularly the remaining stucco decoration at the upper and outer edges which includes the parapet, a full entablature with deep moulded cornice, a dentil band and decorative scroll brackets, pilasters;
- Pattern and size of original fenestration; and
- Early window joinery at the first floor.

Later alterations, including those to the ground level shop front, are not significant.

How it is significant?

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

Why it is significant?

25 Elizabeth Street is of historical significance for its association with Melbourne's retail development during the boom years of the 1880s. Built in 1889 for Celia Hordern, the wife of merchant William Hordern, 25 Elizabeth Street was one of three adjacent buildings designed by architect William Salway:

the subject building (built 1889); 21-23 Elizabeth Street (built 1890); and 17-19 Elizabeth Street (built 1885). 25 Elizabeth Street is significant for its association with the Hordern Australian retailing dynasty, who operated stores and other ventures in Australia from 1844 until 1970. The building continued to be owned by members of the Hordern family for over 80 years until its sale in 1956. (Criterion A)

25 Elizabeth Street demonstrates its Victorian origins despite its altered form and somewhat stripped back façade, The scale, height and form continue to demonstrate a typical commercial building from the late nineteenth century. (Criterion D)

25 Elizabeth Street is aesthetically significant for its remaining 1880s decorative stucco detail and the pattern of upper floor windows, including the joinery of the first-floor windows. Aesthetic significance is also attributed to no.25 as part of the group of three adjacent buildings by William Salway. (Criterion E)

Primary source

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