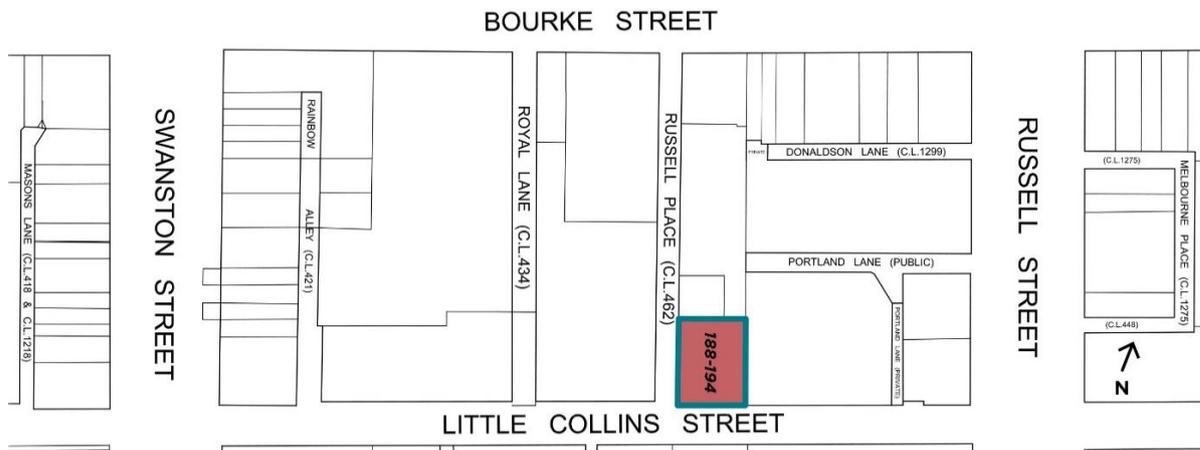


SITE NAME	Shocko House, former Godfrey's Building
STREET ADDRESS	188-194 Little Collins Street Melbourne
PROPERTY ID	105964



SURVEY DATE: October 2017

SURVEY BY: Context

HERITAGE INVENTORY	H7822-1634	EXISTING HERITAGE OVERLAY	No
PLACE TYPE	Individual Heritage Place	PROPOSED CATEGORY	Significant
DESIGNER / ARCHITECT / ARTIST:	Anketell (Matthew) Henderson	FORMER GRADE	C
DEVELOPMENT PERIOD:	Federation/Edwardian Period (1902-c.1918)	BUILDER:	Stephen Armstrong
		DATE OF CREATION / MAJOR CONSTRUCTION:	1901, 1927

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 5.5 Building a manufacturing capacity
6 Creating a functioning city	OTHER SUB-THEMES
	6.3 Providing essential services

LAND USE

HISTORIC LAND USE	
Archaeological block no: 38	Inventory no: 634
Character of Occupation: Commercial	
Land sale details not provided.	
1855 Kearney	District Court
1866 Cox	
1877 Dove	Three two-storey buildings and yards, Wine Co & Winemaker, Bootmaker
1880 Panorama	
1888 Mahlstedt	Three two-storey buildings, One three-storey building; Architect, Jeweller, Printer, Masonic Journal.
THEMATIC MAPPING AND LAND USE	
1890s	Commercial office
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

188-194 Little Collins Street, Shocko House, formerly known as Godfreys Buildings was built in 1901 in a free classical style. It was designed by architects Anketell Henderson as a commercial office space. The building is a warehouse conversion with an additional fourth floor that was added in 1927. It was refurbished in 1998.

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 the colony'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 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 2012:35).

After being the centre of manufacturing in Australia in the 1920s, Melbourne's importance in this regard began to decline. In the post-World War Two 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 2012:35).

Creating a functioning city

Providing essential services

Melbourne was one of the first major cities in the world, along with London and New York, to have a public electricity supply where electricity was distributed from a central generating station for use by paying private customers and for public street lighting. The nascent electricity supply enterprises adapted quickly to a new public utility technology that had its origins in the UK, USA and Europe but 'which enabled local ingenuity and entrepreneurial spirit to flourish'. In addition, Melbourne's early public electricity supply development encompassed most of the evolutionary technical and structural facets of the industry (Pierce 2009:8). The Melbourne City Council was the first metropolitan council to establish its own electricity supply and distribution network in 1894.

Demand for electricity grew rapidly in the early decades of the twentieth century. The bulk of the Melbourne metropolitan area was supplied by just two companies, the Melbourne City Council Electricity Supply Department (MCCESD) and Melbourne Electricity Supply Co (MES Co.) who obtained their supply from the Spencer Street Power Station until the Newport A Power station was built at the mouth of the Yarra River between 1913 and 1918 (Edwards 1969:27-29).

The State Electricity Commission of Victoria (SECV) was established in 1921 under the chairmanship of Sir John Monash. The first SECV projects were the construction of the first brown coal power plant at Newport B (adjacent to the Victorian Railways Newport A traction power station), which came on line in 1923, and Yallourn A (the first Latrobe Valley power station), which opened in stages from 1924. Meanwhile, the SECV began to establish and develop its supply and distribution network. The first stage involved the construction of substations at key locations. In 1930, the MES Co. was formally acquired by the SECV (Pierce 2009:8).

Russell Place substation, built in 1882 for the Victorian Electric Company and taken over by the Melbourne City Council in 1894, was rebuilt as a rotary converter substation in 1929. It was rebuilt again in 1949 as a total underground substation and was the last substation to supply DC to customers in the CBD.

SITE HISTORY

188-194 Little Collins Street is part of Section 13, Block 11 purchased by Thomas Walker in September 1838 (DCLS). The first documented occupation of the site was in 1855 when it was occupied by the District Court. By 1877, three two-storey buildings and yards, occupied by a wine company, winemaker and a bootmaker were in existence on the land. In 1888, there was a three-storey warehouse used by a printing company, and three two-storey buildings housing an architect's office, jeweller and masonic journal publisher (Fels, Lavelle & Mider 1993, Inventory no 684; Mahlstedt Map Section1, no 11, 1888).

From the mid-1890s, the two-storey shops at 192-194 Little Collins Street were referred to as Godfrey's Buildings in the Sands and McDougall Street Directory (S&Mc 1896-1901). The name was indicative of its ownership by Hon George Godfrey, a solicitor then based at 325 Collins Street.

The English-born solicitor George Godfrey (1834-1920) was a law stationer in England between c1851 and 1857, and after acting as an assistant at Anglo Australian Gold Mining Co for a short period, he arrived in Melbourne in 1858. He was articled to a local solicitor Winfield Attenborough in 1860 and admitted as a solicitor in 1865. He practised alone until c1879, then as Godfrey & Bullen, and was the company director of Godfrey & Godfrey, a firm established with his sons in 1900. G Godfrey was the treasurer of Melbourne Hospital for many years and served as a Melbourne city councillor in 1885-1891 (Parliament of Victoria 2014).

In March and April 1901, the existing buildings on the subject site were demolished, with auctioneer George G Henderson inviting tenders for the removal of building waste 'to clear the site for new shops and factory to be erected for Hon George Godfrey' (*Age* 25 March 1901:2; *Age* 11 April 1901:8).

On 8 May 1901, a building application was lodged with the City of Melbourne. Designed by Anketell Henderson and built by Stephen Armstrong, a three-storey brick building with a basement was constructed at 188-194 Little Collins Street by late 1901 (MCC registration no 8267, as cited in AAI record no 76912). Businesses opened at the premises by October of the same year (*Age* 5 October 1901:6). The new building was referred to as 'Godfrey's Buildings' in the street directories until the beginning of the 1930s (S&Mc 1901-1931).

It is probable that only the Little Collins Street side shops were built as new, while the former warehouse was partly reused. The rear and front parts of the building at 188-194 Little Collins Street functioned as separate units, divided by a staircase and a small piece of uncovered land in-between.

Early tenants at 188-194 Little Collins Street included: New Boy's Try Society managed by W M Foster; Charles Wood, carpenter; Walter Higginbotham, hairdresser; Urquhart & Nicholson, printers; Boston Brass Company; and Alfred Jenkins, scientific instrument maker (S&Mc 1901-1909).

In 1920, the building and the land at 188-194 Little Collins Street was granted to Ernest Martin Godfrey, son of the late Hon G Godfrey. The value of the property at that time was estimated at £6500 (VPRS 7591/ P2 unit 630, item 174/330).

In 1925, an auction notice for the property described a 'fine city corner...well-built...excellent city freehold in a steadily improving position and one that is much sought after by tenants, affording an opportunity for a sale and profitable investment'. The property at this time was returning an annual rental income of £1992 (*Argus* 21 February 1925:4). Following sale in 1927, the premises were altered with an additional fourth storey constructed at a cost of £6000 (MBAI). According to later

records, this reinforced-concrete addition contained an auditorium constructed for the new owner, the Musician's Union of Australia (Mahlstedt Map Section 1, no 8, 1948; *Age* 9 March 1996:44).

In the 1920s, 188-194 Little Collins Street was tenanted by a number of garments manufacturers and accessory and fancy good sellers: A Meyer, curio dealer; T W Archer, paper and twine merchant; Bradley's Pty Ltd, stationers and fancy goods sellers; and T A Hansen, watchmaker and jeweller occupied the ground-floor shops, while the warehouse spaces were occupied by various garment manufacturers including J C Oliver, M M Crump, Wellcut Manufacturing Company, and Sanders Manufacturing Company (S&Mc 1921-1930).

The Musicians' Union of Australia moved into the premises in 1930, sharing the building with other occupants including garment manufacturers and the South African Soldiers' Association of Victoria (S&Ms 1930-1942).

The building was referred to as 'Godfrey's Buildings' in the street directories until the beginning of the 1930s (S&Mc 1901-1931). In the nineteenth century, a gangway existed to connect the subject building and the Bijou Theatre across Russell Place. It was removed in 1934 when the Bijou Theatre was demolished in this year (Figures Figure 1 and 2) (MMBW Detail Plan no 1012, 1895; Mahlstedt Map Section 1, no 8, 1910 and 1925).

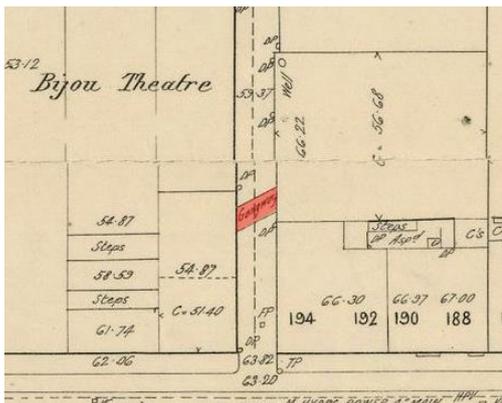


Figure 1. MMBW Detail Plan published in 1895 showing the passage between 188-194 Little Collins Street and the Bijou Theatre across Russell Place. (Source: MMBW 1895, SLV)

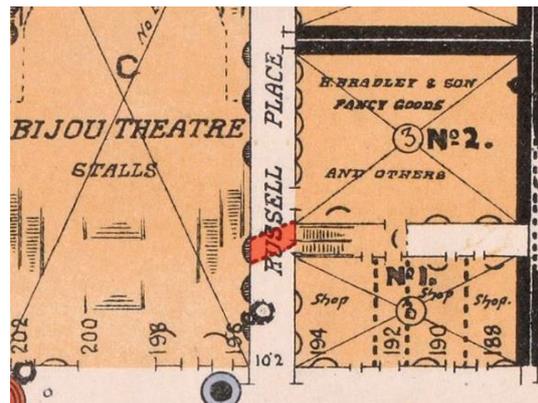


Figure 2. Mahlstedt plan published in 1925 shows that the passage existed until the 1920s. (Source: Mahlstedt 1925, SLV)

Shocko House

The City of Melbourne Council purchased the building at 188-194 Little Collins Street from the Musicians' Union of Australia for £89,000 in 1959 (*Age* 2 October 1959:3). Adjoining the electric substation in Russell Place, the property was ideal for the council's management and extension of the sub-station facilities. After the acquisition, the building was used to accommodate the departmental activities of council's electric supply committee (*Age* 2 October 1959:3).

According to the Fire Survey Plan, the subject property was connected to the substation through an opening. A lift and a staircase were added probably around the same period (Mahlstedt Map Section 1, no 8, 1948).

Currently known as 'Shocko House', the name appeared in the auction notices when the council placed the property on the market in 1995-96. The name is derived from the building's close

relationship to the power substation. 'Shocko' was an electrical accident gremlin, or imp, a fictional character created by the State Electricity Commission in the early 1950s for public campaigns for warning to avoid electric shocks and accidents with power appliances in the home.

In 1984, significant alterations were made to the exterior of ground and first floors at a cost of £189,000, which involved the removal of original leadlight windows (Figure 3).

In 1998, the building was refurbished and subdivided, with the upper floors converted to residential units. Currently the property comprises 16 residential properties, three shops and two food and drink outlets (CoMMaps).



Figure 3. A 1960s view of 188-194 Little Collins Street, showing the original shopfronts. (Source: Halla c1960s, SLV)

Anketell (Matthew) Henderson, architect

The following is an extract from an entry of *Australian Dictionary of Biography*

A. M. Henderson was born on 3 March 1853 at Cork, Ireland, son of an Independent clergyman, and came to Victoria at the age of 10 with his family. After education at Scotch College, Melbourne, he completed the University of Melbourne's engineering certificate course (1872) while articled to Reed & Barnes. The partnership of Reed, Henderson & Smart was formed in 1883 and lasted until 1890, during which time Henderson was responsible for work for the Bank of Australasia and for the university. He retained the bank work when he set up on his own, practising in 1890-1906 as Anketell Henderson, architect, licensed surveyor and sanitary engineer, at 352 Collins Street. In 1890 he was appointed co-examiner in architecture for the university's engineering course and in 1891-1903 and

1905-16 was lecturer in architecture; he continued in an honorary capacity for a few years (Balderstone 1983).

In 1897, 1910 and 1913 he was president of the Royal Victorian Institute of Architects. As lecturer in architecture for almost thirty years he was a major influence on students and staff alike both in matters of practice and design theory. His preference for the classical styles was well known, as was his insistence on the practical use of learning. The R.V.I.A.'s eventual support of the teaching of architecture at the university was achieved mainly by his endeavour. A diabetic, he died on 15 November 1922, survived by his wife, whom he had married on 8 January 1880, two sons and two daughters (Balderstone 1983).

SITE DESCRIPTION

188-194 Little Collins Street is located at the north-east corner of Little Collins Street and Russell Place, an asphalted one-way street that connects Little Collins and Bourke streets. With its corner position and being higher than adjacent buildings, the southern and western elevations are fully visible. The building has five storeys, of which the top two levels are additions from 1927 and c1998. The primary elevation is the south, or Little Collins Street side, which has more design elements whereas the Russell Place elevation has a more utilitarian character. The Russell Place elevation shows that the building was developed in stages, with sections dating from c1880 incorporated into the current building. The building adopts a free classical style in its composition.

Originally built as a three-storey office and factory building with ground-floor retail spaces, its lower three levels are representative of the style popularly seen from the early Federation-era warehouse architecture with its bold render details accented on face brick finish, and the vertical brick piers, terminating in arches at the top. It also has a utilitarian character, well represented by its load-bearing walls and generous provision of windows on all three elevations visible from the street.

The overpainted render details run horizontally across the façade, creating visual contrasts to the vertical brick piers, and returns to the southern section of the Russell Place elevation. Above the ground floor, the rendered stringcourse detailing returns to and continues the full length of the Russell Street elevation. Only the ground floor exterior of the Russell Place elevation is rendered, and upper levels are face brick. Ground floor shopfront windows still retain recessed entrances but have modified windows. There is an arched entry between the shopfronts.

The Little Collins Street elevation incorporates double-hung sash windows, while the Russell Place elevation comprises metal-framed multi-pane windows with exposed stone lintels, representing its early use as a manufactory. To Russell Place, the lower three levels of the northern section, which date from c1880 retain Victorian characteristics, such as segmental arched windows with stone sills. Its darker face brick with rougher surface also suggests its earlier construction date.

INTEGRITY

While the fourth storey was built to a somewhat sympathetic design in 1927, extending the emphasis on the piers and manipulating the rendered stringcourses, the upper level is contemporary in design, which has a significant visual impact on the overall impression of the building. All window panes are replacements and the highlights above the Little Collins Street shops have been removed. Despite the additions and alterations, original design elements are well preserved and highly intact.

Alterations have mainly occurred at the ground-floor shopfronts, which includes overpainted render and windows. The building is highly legible as an Edwardian commercial office and warehouse.

COMPARATIVE ANALYSIS

During the Edwardian era brick warehouse/commercial buildings were frequently built in the central city. The three to four storey warehouse and commercial building was still controlled to this height by fire regulations. Once this was no longer a concern due to technological advances, many buildings of this height had additional floors added. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

Select examples of Edwardian commercial buildings include:

179-181 Flinders Lane, 1911 (Significant in HO505 Flinders Gate Precinct, Significant in HO506 Flinders Lane Precinct)

A four-storey brick former warehouse with ground floor and basement showrooms. It was refurbished in 1989 with the top levels converted to offices. It has architectural similarities to Shocko House.



Figure 4. 179-181 Flinders Lane constructed 1911.

Gollin & Co Building, 561-563 Bourke Street, 1902 (HO549)

A five-storey brick office building designed in the Queen Anne Revival style by Charles D'Ebro and built in 1902.



Figure 5. 561-563 Bourke Street constructed 1902.

31-35 Flinders Lane, 1909 (Contributory in Interim HO1286 – recommended for inclusion in a heritage precinct in the Hoddle Grid Heritage Review)

The former brick warehouse and factory at 31-33 Flinders Lane was built for Morris and Walker Pty Ltd, c1909



Figure 6. 31-35 Flinders Lane constructed 1909.

Swiss Club of Victoria, 87-89 Flinders Lane, 1906 (Interim HO1270, Significant in Interim HO1286 – recommended as significant in the Hoddle Grid Heritage Review)

A three-storey warehouse and manufacturing premises built in 1906 and designed in the American Romanesque style by leading commercial architects H W and F B Tompkins.



Figure 7. 87-89 Flinders Lane constructed 1906.

Harstel House, 2 Drewery Place, 1890 (HO1014, Significant in Interim HO1290 Drewery Lane Precinct)

Designed by Nahum Barnet in 1890 in the Queen Anne revival style.



Figure 8. 2 Drewery Place, architect Nahum Barnet constructed 1890.

Shocko House at 188-194 Little Collins Street is part of the legacy of buildings that demonstrate commercial activities in the central city in the early twentieth century. The period was rich in architectural expression and several practices were renowned for their work in the revival styles of the American Romanesque, Queen Anne, and free classical. It is common for ground floors to be altered and for additional storeys to be added. Shocko House with its face brick and render façades is a representative example of its type and exhibits a level of integrity that is comparable to other examples.

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

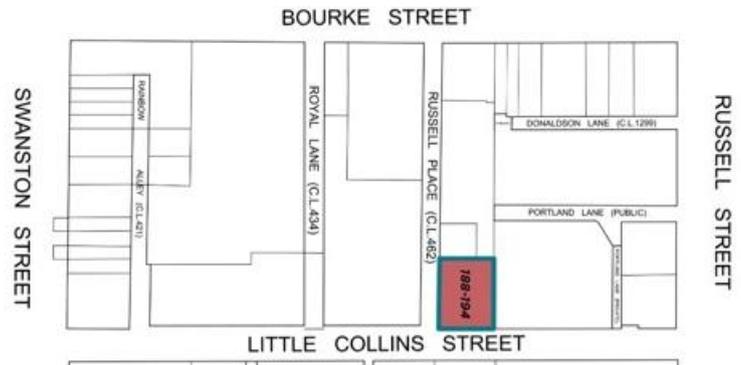
**Review of Heritage
overlay listings in the
CBD 2002** Ungraded

**Central City Heritage
Review 2011** Ungraded

STATEMENT OF SIGNIFICANCE

Heritage Place: Shocko House,
former Godfrey's Building

PS ref no: Interim HO1255



What is significant?

188-194 Little Collins Street, Shocko House, formerly known as Godfreys Buildings, built in 1901 and designed by architects Anketell Henderson.

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

- The building's original external form, materials and detailing (three lower levels);
- The building's high level of integrity to its original design (three lower levels only);
- Loadbearing face brickwork;
- Bold rendered details on face brickwork including rendered string course;
- Vertical brick piers terminating in round arches;
- Pattern and size of original fenestration including the curved edges (Russell Place);
- Double-hung sash windows with highlights (Little Collins Street);
- Metal-framed multipaned windows with exposed stone lintels (Russell Place); and
- Original ground-level shopfront frames and recessed doorways (Little Collins Street)

The fourth floor built in 1927 in a complementary style is contributory to the significance of the place. The fifth floor built in c1998 is not significant.

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

How it is significant?

188-194 Little Collins Street is of local historic, representative and aesthetic significance to the City of Melbourne.

Why it is significant?

The building at 188-194 Little Collins Street, constructed in 1901, is historically significant for its association with the development of the retail sector at that time, and the growth in manufacturing in the City of Melbourne in the 1920s. After its sale in 1927 and the addition of a fourth storey, the building was used by a number of garment manufacturers until the 1940s. (Criterion A)

Purchased by Melbourne City Council in 1959, 188-194 Little Collins Street is historically significant as a substantial remnant of the 1950s infrastructure established by the council as part of the expanding electricity network, particularly after the Russell Place substation was rebuilt underground in 1949. Part of the substation, 188-194 Little Collins Street accommodated the departmental activities of Council's electric supply committee. This association is today reflected in the commonly used name for the building, Shocko House. (Criterion A)

188-194 Little Collins Street is a fine example of an Edwardian commercial warehouse and office building. In its original three storeys it demonstrates the scale of building once appropriate for smaller streets that had limitations in height imposed as a result of fire regulations. Its free classical style is part of the rich architectural expression of the late nineteenth and early twentieth century. Architecturally it is significant as work by prominent architect Anketell Henderson. (Criterion D)

Shocko House is aesthetically significant for its well modelled free-classical façade which uses contrasting materials of render and face red brick for its original three levels. It provides a strong urban edge to Russell Place as well as Little Collins Street. Aesthetic significance is derived from its scale and form, materials and highly articulated façade. At each level an ordering pattern of the three bays is accentuated through bold render details on face brick finish, and the vertical brick piers, which terminate at the top with arches. (Criterion E)

Primary source

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