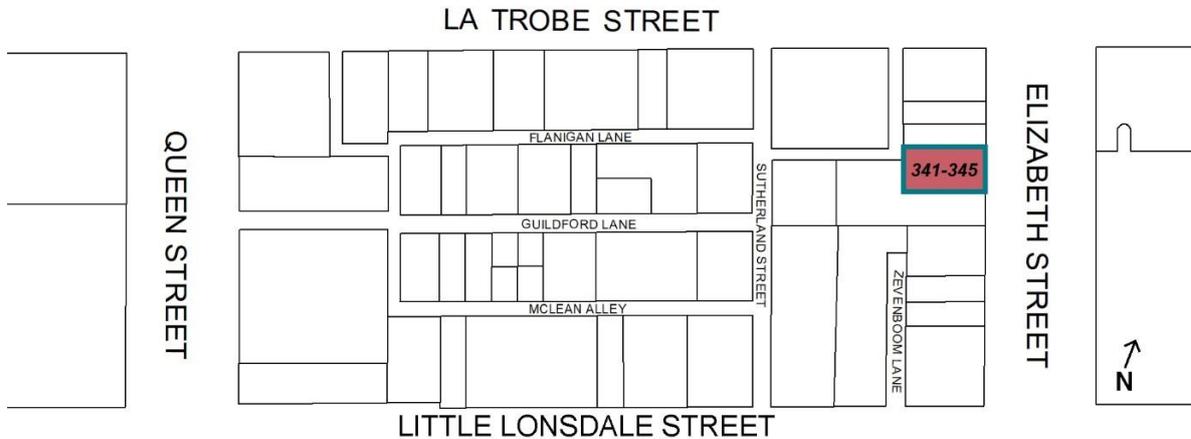


SITE NAME	Former Cassells Tailors Pty Ltd
STREET ADDRESS	341-345 Elizabeth Street Melbourne
PROPERTY ID	103212



SURVEY DATE: October 2018

SURVEY BY: Context

HERITAGE INVENTORY	H7822-1032	EXISTING HERITAGE OVERLAY	HO1204 Elizabeth Street West Precinct
PLACE TYPE	Individual Heritage Place	PROPOSED CATEGORY	Significant
		FORMER GRADE	C
DESIGNER / ARCHITECT / ARTIST:	Not known	BUILDER:	Not known
DEVELOPMENT PERIOD:	Interwar Period (c.1919-c.1940) / Interwar Period (c1919-c1940)	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, 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
POSTWAR THEMES	DOMINANT SUB-THEMES
2 Constructing the economy of Melbourne city centre	2.1 Business, finance and speculation

LAND USE

HISTORIC LAND USE	
Archaeological block no: 4	Inventory no: 32
Character of Occupation: Commercial	
Land sale details not provided	
1866 Cox	Buildings along Elizabeth Street frontage
1880 Panorama	As above
1905/6 Mahlstedt	Two & one-storey buildings, S F Sharp, Clothing Factory.
THEMATIC MAPPING AND LAND USE	
1890s	Warehouse and factories
1920s	Warehouse and factories
1960s	Bank, Library

RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place within the Elizabeth Street West Precinct (HO1204). Currently 341-345 Elizabeth Street, Melbourne, is graded contributory within HO1204.

Extent of overlay: Refer to map

SUMMARY

Former Cassells Tailors Pty Ltd at 341-345 Elizabeth Street Melbourne is a three-storey interwar reinforced concrete warehouse built in 1923 for Cassells Tailors Pty Ltd, a company registered in 1922 by Thomas Patrick Mangan and James Searson. It is a highly intact, early example of a commercial/manufacturing building constructed in the interwar Chicagoesque style.

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 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 some 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).

Constructing the economy of Melbourne city centre

Business, finance and speculation

The majority of new buildings constructed in Melbourne in the postwar years were built by and for large financial and commercial interests. Speculative investment increased after the Commonwealth government lifted restrictions on share dealings in 1947, resulting in a dramatic increase in new company registration (Marsden 2000:44-45), which was accompanied by the establishment of new bank headquarters.

In the 1950s most capital entered Australia via government channels and through foreign companies establishing subsidiaries. By the 1970s approximately 25 per cent of the central business districts in Sydney and Melbourne were said to be owned by foreign (mainly British) capital (David and Wheelwright, cited in Marsden 2000:35). Accompanied by the construction of new banks, national companies and corporations, and the partners or subsidiaries of overseas companies, built new headquarters in Sydney and Melbourne (Marsden 2000:35).

SITE HISTORY

The subject land is part of Crown Allotment 11, Block 29, first purchased by Henry W Mason. The earliest recorded building occupation of the site is in 1866. By 1905-06, the site was occupied by one and two-storey factory buildings operated by S F Sharp, clothing manufacturer (Fels, Lavelle & Mider 1993, Inventory no 32).

Lovell Chen in their 2017 study of Guildford and Hardware lanes write that

By 1922, the row of shops from no 341 to 357 [Elizabeth Street], at the corner of La Trobe Street, was owned by warehousing firm Connibere Brothers (RB 1890). The following year, these properties had been sold to a number of different owners, with nos 341-345 acquired by Cassells Tailors. The latter appear to have been established in c1907, with a shop in the Eastern Arcade in Bourke Street; and by 1913, Cassells and Co had relocated to 271 Swanston Street (Age 23 September 1907:1) (Lovell Chen 2017:21).

The subject building at 341-345 Elizabeth Street, Melbourne was constructed in 1923 for Cassells Tailors Pty Ltd, a company registered in 1922 by Thomas Patrick Mangan and James Searson (see Figure 1) (*Herald* 18 January 1922:11).

VISIT CASSELL'S NEW PREMISES

341-343 ELIZABETH-STREET (near Latrobe-street)

Tailored Suits or Costumes Order now 2/6 Weekly

You are specially invited to come to our magnificent new showrooms and see there the exceptionally attractive showing of the latest Suitings, distinctive in pattern, excellent in quality, and exceptional in value. Make your selection at once, and enjoy the advantage of being **CASSELL** Tailored for the coming season, knowing that in style, comfort, service and fit you are assured of full satisfaction. Avail yourself of our very convenient method of payment, which enables you to be dressed to perfection at 2/6 WEEKLY.

You are also invited to see the Special Values in Assam and Gabardine Race Coats, Mercery, &c.

CASSELL'S TAILORS PTY. LTD.,
 Especially note we have moved from Swanston-street to
341-343 ELIZABETH-STREET (Near Latrobe Street)
 Also at 45 Paisley-street, Footscray, and 442 Chapel street, Prahran.

Figure 1. An advertisement in October 1923 inviting the public to visit Cassells' new premises at 341-343 Elizabeth Street. (Source: Age 8 October 1923:14)

Lovell Chen continues:

In March 1923, a permit application was made to the City of Melbourne for the construction of a reinforced concrete warehouse to a value of £8000 (MBAI 4750). The new building was completed... [by October 1923], and was described in the rate books of 1925 as a concrete warehouse (RB 1925).

The whole of the new building was owned by Cassells, but had two street addresses... nos 341-343, known variously as no 341 or no 343, and the other at no 345 Elizabeth Street. These two addresses can be discerned in the building façade today. The building also had rear access from an unnamed right-of-way [later known as St Bishoy Lane], accessed in turn from Sutherland Street. In 1934, Cassells advertised [for] lease a factory with workroom, 'excellent light [and] central position' (Age 21 May 1924:7) (Lovell Chen 2017:21).

In 1925... [Cassells] tailors occupied no 343 and Eustace Raftopoulos operated the Excel Café from no 345 (RB 1925). It is possible that Eustace Raftopoulos was related to Arthur and Conis Raftopoulos, who operated the oyster saloon at 195 Elizabeth Street in the early twentieth century, a club in Lonsdale Street and a café in Russell Street in the 1920s (S&Mc 1901; Age 19 February 1907:4; Argus 30 April 1926:8). In 1950, the subject building was sold to the National Bank of Australasia for £46,000 (Age 28 April 1951:6) (Lovell Chen 2017:21).

In 1925 [Cassells tailors occupied number 343 and Eustace Raftopoulos operated the Excel Café from number 345 (RB 1925). The National Bank of Australasia purchased the building in 1950, and remained at 341-345 Elizabeth Street from 1950 until the early 1960s. By 1965, the building was occupied by the Central Catholic Library, Catholic Church Supplies and O Nechwatal, importer; by 1970, the Central Catholic Library occupied the whole building (S&Mc 1965, 1970). It appears that the Catholic Library, or Catholic bookshop, was trading at the premises up until the early 1990s (Age 12 December 1992:26).

The Mahlstedt Fire Survey Plans published in 1923 and 1962 respectively show the three-storey reinforced concrete building with a flat roof at 341-345 Elizabeth Street (Figure 2 and Figure 3). In 1962, a small section of the party wall between 341-343 and 345 Elizabeth Street was removed, possibly to better accommodate the Catholic Central Library, which used all floor levels (Mahlstedt Map section 2 no 4a, 1923, 1962; MBAI 35430). Other notable building works recorded in the Melbourne Building Application Index that may have affected the built fabric include an alteration to the shopfront (1971) and the addition of a slab roof over the existing roof (1972) (MBAI 42411, 43083).

More recently, during the 2000s, an extensive alteration was carried out, which resulted in the internal linking of the buildings at 337-339, 341-345 and 347 Elizabeth Street for use as a single business (CoMMaps).

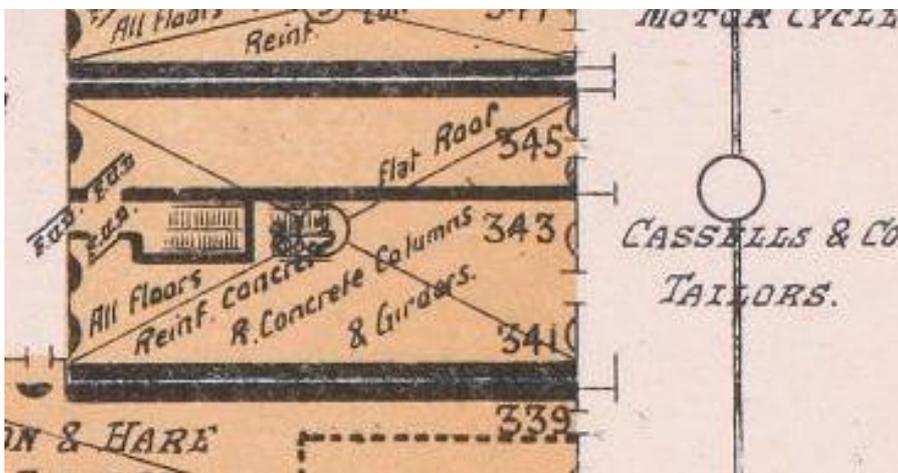


Figure 2. Extract of a 1923 Mahlstedt plan, showing the subject site immediately after its construction. (Source: Mahlstedt Map section 2, no 4a, 1923)

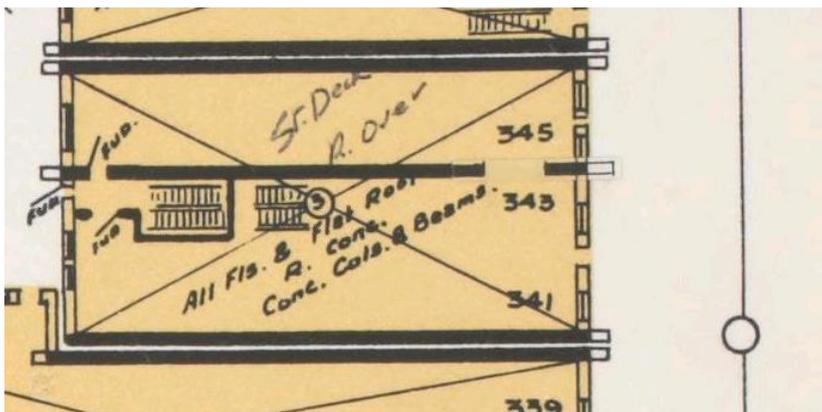


Figure 3. Extract of a 1962 Mahlstedt plan (amended after the 1962). Note the partial removal of the partition. (Source: Mahlstedt Map section 2, no 4a, 1962)

SITE DESCRIPTION

341-345 Elizabeth Street, Melbourne (comprising nos 341-343 and 345) is a three-storey interwar warehouse building, designed as a single building in the Chicagoesque style. 341-345 exhibits fine detailing that is typical of the style, such as a strong vertical emphasis resulting from projecting

pilasters and mullions and with large multi-pane windows separated by recessed articulated spandrels at each floor. It is constructed using a reinforced concrete frame, and the façade to Elizabeth Street is of painted render, probably over non-loadbearing brickwork. It has a low pitch gabled roof of corrugated iron concealed behind a pedimented parapet. It sits on the west side of Elizabeth Street, with rear access provided via St Bishoy Lane, accessed in turn from Sutherland Street.

The ground floor is separated from the upper levels by a deep spandrel. Above the spandrel the façade to 341-345 is divided into three equal width vertical panels separated by pilasters topped with simple capitals and stylised garland detailing to provide the vertical emphasis characteristic of the style. There is a single large window opening per module at each floor level, with each level separated by a recessed spandrel with decorative panels and faux Juliet balcony. The pilasters terminate in a parapet and substantial dentilled cornice with expressed roundels across the entablature. Adjoined to the subject building, 347 is a narrower module, and lacks the substantial pilasters of 341-345. The façade is also of three equal width vertical panels, but separated by narrow masonry mullions.

The original multi-pane steel framed windows appear to survive at the upper levels. The ground floor has been altered with contemporary shopfronts and a suspended awning.

The subject building is currently linked with two shops on either side (see Figure 4): 337-339 Elizabeth Street (a two-storey altered interwar building, non-contributory in HO1204) and 347 Elizabeth Street (a three-storey interwar shop, contributory in HO1204).



Figure 4. From left, 337-339 (two-storey), 341-345 (middle building with three wider modules) and 347 (of a narrower module) Elizabeth Street. (Source: Context 2018)

INTEGRITY

The building at 341-345 Elizabeth Street, Melbourne is largely intact above ground level. The original scale and form of the building has been retained, with no upper floor additions, and the original

pattern of fenestration retained at the upper levels, with original large multi-pane steel frame windows. The external wall surfaces of the traditional materials are also intact, as are the decorative pilaster capitals, spandrel decorative panels, entablature and parapet. The shopfronts have been replaced at ground level. 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 facades, while also allowing for increased building heights. Most of the buildings during the early interwar period were designed in the interwar Commercial Palazzo or Chicagoesque styles, both of which derived from the rebuilding of the core area of Chicago after the 1871 fire.

Although they were characterised by an expressed structural system of concrete columns and floor plates, buildings in this style typically retained elements of classical detailing (albeit restrained) in the form of a solid horizontal base, expressed rusticated pilasters, projecting cornices and decorative mouldings.

The following examples are comparable with 341-345 Elizabeth Street, Melbourne, being of a similar use, scale, location and/or creation date. The images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

Former Union Bank, 351-357 Elizabeth Street, 1926-1927 (HO1019)

A five-storey rendered brick bank building. Designed by Butler & Martin in the Commercial Palazzo style and built for the Union Bank by Thompson & Chalmers in 1928.



Figure 5. 351-357 Elizabeth Street, built in 1926-27.

Benjamin House, 358-360 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 6. 358-360 Little Collins Street, built in 1929.

482-484 Bourke Street, 1926 (Interim HO1241 – Recommended as significant in the Hoddle Grid Heritage Review)

482-484 Bourke Street is a four-storey commercial building originally built for Victorian Amateur Turf Club (later known as the Melbourne Racing Club) in 1926. The building façade features classical styling associated with the classical revival styles of the interwar period.



Figure 7. 482-484 Bourke Street, built in 1926. (Source: iHeritage)

Farrant's Building, 387 Little Bourke Street, 1926 (HO1205)

The three-storey retail and manufacturing building was constructed in 1926 for saddle manufacturer Farrant's, a firm which had been in operation since the late 1880s. It is possibly of brick construction, with a rendered finish.



Figure 8. 386-392 Little Bourke Street, built in 1926.

PRD House, 410-412 Lonsdale Street, 1922 (Recommended as significant in the Hoddle Grid Heritage Review)

A 1922 Commercial Palazzo/Chicagoesque style office block designed by H W & F B Tompkins.



Figure 9. 410-412 Lonsdale Street, built in 1922. (Source: Context 2018)

Collins Gate, 377-379 Little Collins Street, 1925 (Recommended as significant in the Hoddle Grid Heritage Review)

377-379 Little Collins Street was originally a four-storey interwar commercial corner building that demonstrates aspects of the interwar Chicagoesque style.



Figure 10. 377-379 Little Collins Street, built in 1925. (Source: Context 2018)

The 1920s interwar Chicagoesque office and manufacturing buildings in central Melbourne listed above compare well with the subject building at 341-345 Elizabeth Street.

The building is comparable to the nearby HO listed Former Union Bank, at 351-357 Elizabeth Street, although the latter building is of a larger scale and lacks the fine detail of 341-345 Elizabeth Street, which is derived from classical motifs and somewhat anachronistic for a 1920s building. The HO listed building at 482-484 Bourke Street is also comparable to 341-345 Elizabeth Street being of a similar scale and also featuring classical elements in decorative cornice and parapet that refer back to earlier architectural styles.

The building is a low scale but a largely intact and finely detailed example of a Chicagoesque style commercial building. While similar to many other examples in central Melbourne, it does demonstrate a greater degree of decoration and detailing than is usual for the 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 within HO1204 Elizabeth Street West Precinct. Currently 341-345 Elizabeth Street, Melbourne, is contributory in HO1204 Elizabeth Street West Precinct (per Melbourne Amendment C271).

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

341-345 Elizabeth Street, Melbourne is also contributory to the Elizabeth Street West Precinct.

REFERENCES

Age, as cited.

Argus, as cited.

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City of Melbourne Municipal Rate Books (RB), as cited.

Lovell Chen 2017, 'Melbourne Planning Scheme Amendments C271 and C301 – Guildford and Hardware Laneways Heritage', prepared for the City of Melbourne.

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

PREVIOUS STUDIES

**Central Activities District
Conservation Study 1985** D

**Central City Heritage
Study 1993** C

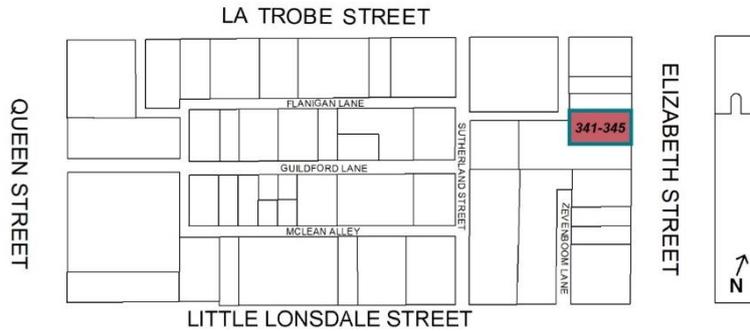
**Review of Heritage
overlay listings in the
CBD 2002** Ungraded

**Central City Heritage
Review 2011** Ungraded

STATEMENT OF SIGNIFICANCE

Heritage Place: Former Cassells Tailors Pty Ltd

PS ref no: HOXXXX



What is significant?

341-345 Elizabeth Street, Melbourne, a three-storey warehouse built in 1923.

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

- The building’s original building form and scale;
- The original pattern of fenestration and decorative elements including decorative pilaster capitals;
- The external wall surfaces of painted cement render; and
- The original multi-pane steel framed windows to the upper floors.

Later alterations made to the street level facade, including the shop fronts and awning, are not significant.

How it is significant?

341-345 Elizabeth Street, Melbourne, is of local historical and representative significance to the City of Melbourne.

Why it is significant?

The building at 341-345 Elizabeth Street, Melbourne, constructed in 1923 for Cassells Tailors Pty Ltd, is historically significant for the evidence it provides of the 1920s boom period in manufacturing. At this time, industrial workshops and small factories increasingly took over the northwest area of the city as manufacturing led Melbourne’s recovery from the economic depression of the late 1920s-early 1930s. (Criterion A)

341-345 Elizabeth Street is architecturally significant as a modestly scaled, but highly intact early example of the interwar Chicagoesque style that characterised the early phase of this new wave of

development. The use of reinforced concrete structural frames allowed these buildings to be constructed with larger windows and more open floor areas, than earlier load bearing building systems, and provided flexibility for external articulation and decoration. The building exhibits many of the main characteristics of the style, such as a strong vertical emphasis resulting from projecting pilasters, topped with simple capitals and stylised garland detailing, terminating in a parapet and substantial dentilled cornice. As an early, finely detailed example of the Chicagoesque style, the building demonstrates some detailing derived from classical motifs. (Criterion D)

Primary source

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

