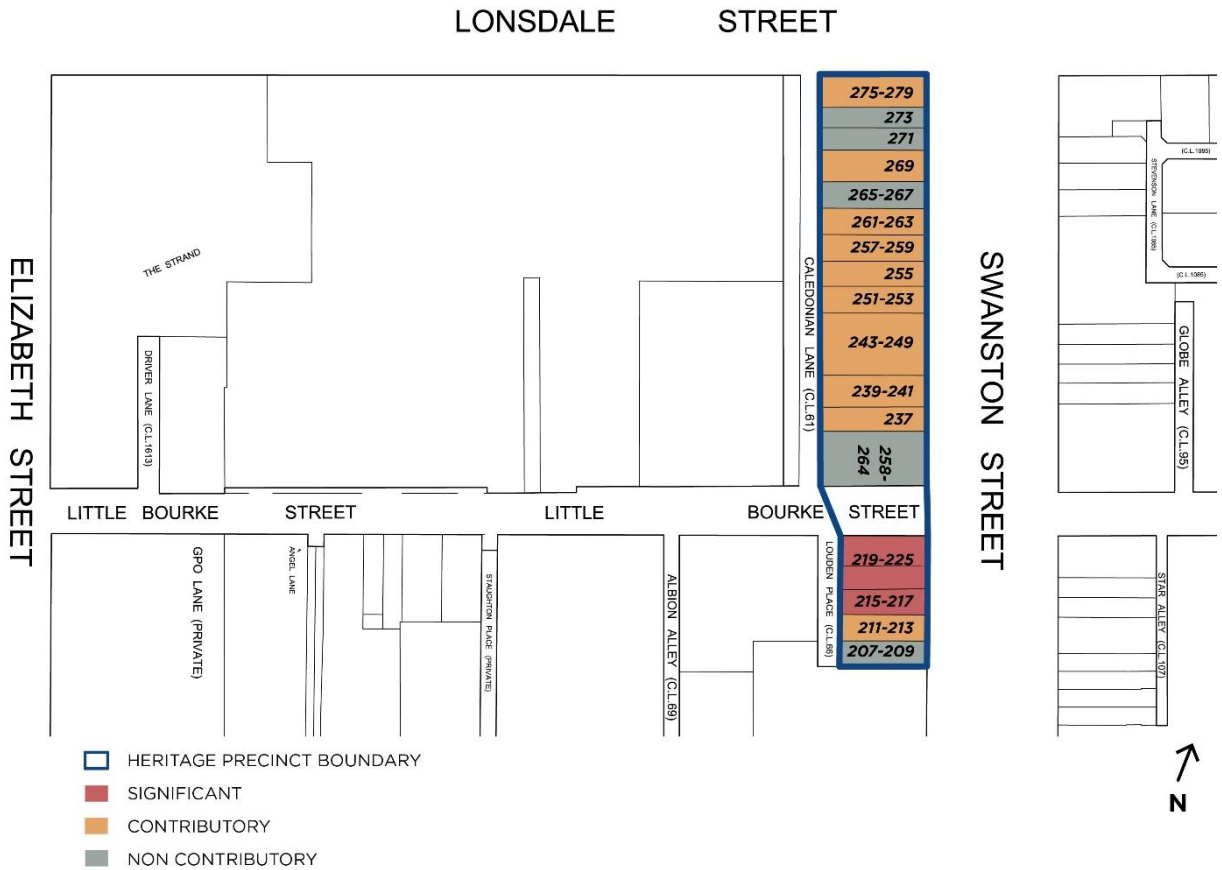


PRECINCT NAME	Swanston Street North Precinct
STREET ADDRESS	207-279 Swanston Street and 258-264 Little Bourke Street
PROPERTY ID	Refer schedule



SURVEY DATE: January 2018		SURVEY BY: Context	
HERITAGE INVENTORY	Refer to schedule	EXISTING HERITAGE OVERLAY	VHR H0390, HO1291 (215-217 Swanston Street) HO749 (219-225 Swanston Street)
PLACE TYPE	Heritage Precinct	MAJOR CONSTRUCTION PHASE	1900-1930 with some earlier places
PERIOD OF DEVELOPMENT	Victorian Period (1851-1901)	ASSOCIATION WITH BUILDER OR ARCHITECT	A A Fritsch R G Webb

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: 13		Inventory no: 170-186	
Character of Occupation: Commercial			
207-209 Swanston Street	H7822-1486	261-263 Swanston Street	H7822-1299
219-225 Swanston Street	H7822-1489	265-267 Swanston Street	H7822-1300
239-241 Swanston Street	H7822-1294	269 Swanston Street	H7822-1301
243-249 Swanston Street	H7822-1295	271 Swanston Street	H7822-1302
255 Swanston Street	H7822-1297	273 Swanston Street	H7822-1303
257-259 Swanston Street	H7822-1298		
THEMATIC MAPPING AND LANDUSE			
1890s		Commercial	
1920s		Commercial	
1960s		Commercial	

RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as a Heritage Precinct.

Extent of overlay Refer to map

SUMMARY

The Swanston Street North Precinct comprises a streetscape of small scaled nineteenth and early twentieth century buildings of two and three storeys between Lonsdale Street and extending south of Little Bourke Street. The precinct includes the rear of the buildings on Caledonian Lane and Loudon Place. The buildings within the precinct express the architectural character of the period particularly in the upper floors which have a good level of integrity. The precinct includes eleven sites that are on the Victorian Heritage Inventory and one place, the former ES&A Bank at 225 Swanston Street, is on the Victorian Heritage Register.

HISTORY

Historical context

This Hoddle Grid precinct occupies part of the traditional land of the Kulin Nations. Whilst this study has not mapped any particular Aboriginal sites within the area of the Swanston Street North Precinct, this does not mean that none exist and future archaeological investigation has the potential to reveal evidence of pre-colonial Aboriginal occupation.

Distinctive land use precincts had emerged within the city centre by the early 1840s, and within this pattern Miles Lewis has noted that precincts:

remained little changed into the 20th century and... survive today – mercantile and warehousing activity near the Pool [of the Yarra River] and the wharves, banking in central Collins Street, the retailing heart between Swanston and Elizabeth Streets, the medical precinct in the vicinity of Dr...Howitt's house in Collins Street East, and so on (Lewis 1994:22).

As Melbourne's population increased, retail activity moved east to the central zone, close to both supplies provided at the port and to demand from residential areas to the north and east. The central area provided an even grade, particularly suitable for high volumes of pedestrians (MPS:86).

By the early 1840s, Elizabeth and Swanston streets, from the Town Hall in the east and the General Post Office to the west, had become the focus of retail activity, influenced also by the location of the Western Market in the west of the city. The Eastern Market opened in 1847 as a fruit and vegetable market on the corner of Stephen Street (later Exhibition Street) and Bourke Street and drew retail activities further east. Arcades were a feature of the city centre, particularly from the 1870s when pressure on land led to the intensive development of the commercial centre (MPS:86).

The Post Office, originally established on its site in 1841, was completely rebuilt from 1859 to reflect the growing wealth and status of the city, and progressively enlarged up to 1907. As the principal provider for communication in the nineteenth and much of the twentieth centuries, it played a significant role in the development of Melbourne's commercial and mercantile life, as well as providing an important social focus for the town.

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 states, commercial Melbourne extravagantly asserted 'her wealth in stucco and stone' (cited in Marsden 2000:28).

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

Development slowed during the economic depression of the 1890s, only recovering with the revival of immigration in the first decades of the twentieth century. Although affected by World War One in the period 1914-1918, by the end of the 1920s, Melbourne's population had reached one million people. In the first decades of the twentieth century, the last residents moved out of the city to the new suburbs, with the service and financial sectors rapidly taking up city properties (Marsden 2000:29-30).

Development in the city slowed with the widespread economic depression of the late 1920s and early 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially remodelled to create new commercial spaces.

Miles Lewis writes that after World War Two (1939-1945) modernism became a permanent part of Australian architecture, with only a small number of buildings built in traditional historic styles. Although few buildings were constructed in the city in the 1940s, almost all those that were adopted modernism as the preferred aesthetic (Lewis 2012:185).

These aforementioned phases of historical development can be traced in the landscape of central Melbourne's retail and office precinct today:

Architectural style and innovation in design, materials and building engineering, were hallmarks of many of the buildings erected in this precinct over several decades. As the centre for the major retailers and head offices of many companies, the buildings were expected to demonstrate the commercial pre-eminence of their owners. The diversity of styles including the Boom period, classical revivals, art nouveau, commercial gothic, modern, art deco and the Chicago Styles, display individual brilliance within a highly structured streetscape approach.

A prominent component of the physical form of the precinct is the density of lanes and arcades providing intimate and protected shopping venues. These set Melbourne's retail centre apart from other Australian capital cities. The shape of Melbourne's grid resulted in subdivision into long thin parcels oriented north-south. The logical mechanism for an increase in commercial 'frontage' was the creation of north-south access-ways...

Distinctive, low scale streetscapes have developed in each of the streets of the retail core - Bourke, Collins, Little Collins, Elizabeth and Swanston Streets. Tightly connected and abutting the adjoining Flinders Lane and Flinders Street precinct, this central region of Melbourne is the most extensive collection of pre Second World War building stock in the city grid (MPS:86, 88).

Precinct history

Swanston Street was named after Captain Charles Swanston, founder of Tasmania's Derwent Bank and leader of the Port Phillip Association (RHSV). Swanston purchased land in Swanston Street in the first Melbourne land sale of 1837.

The subject precinct is located on Crown Allotments 9, 10 and 11, Section 21, City of Melbourne. In 1866, allotment 9 was owned by Charles Driver, and allotments 10 and 11 by Rev James Clow (*Plan of Melbourne* 1866). In 1873, the allotments owned by Clow, by that year subdivided and featuring commercial premises (including land in the subject precinct at today's 209-275 Swanston Street), were put up for auction (Figure 1).

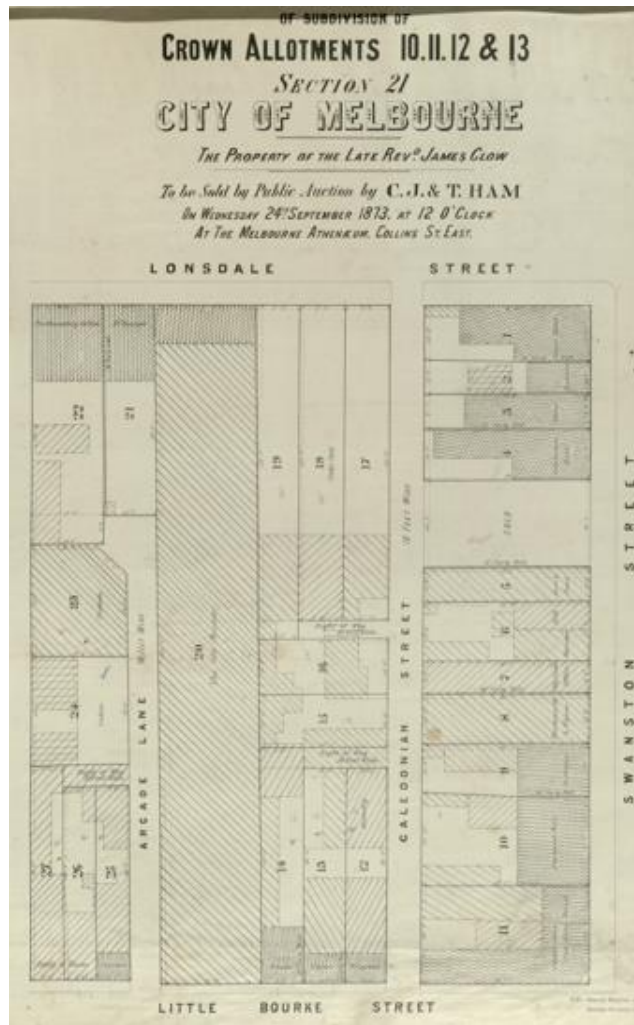


Figure 1. Plan of Rev James Clow's property, 1873. (Source: DeGruchy 1873, SLV)

The buildings that make up the precinct exhibit distinct styles that mark the main phases of development in the city's retail and office development. Some histories of individual buildings are provided below and grouped into phases to illustrate their development.

Victorian buildings

Victorian era (1840-1900) buildings exist at 215-217, 239-241 and 243-249 Swanston Street. The two- and three-storey brick buildings reflect the common practice of the era whereby commercial premises were constructed to house retail outlets at ground level with residences and workspaces for the business-owners provided on floors above.

The two-storey building at 215-217 Swanston Street is an early Victorian building constructed in 1856, likely as part of a row of shops (Figure 2). It was occupied by W Davis and Co in that year (Fels, Lavelle and Mider 1993, Inventory no 488). In 1870, J F Mullarky advertised that he had 'enlarged and fitted up' premises at 133 (today's 215-217) Swanston Street. Called 'Commercial House' by Mullarky, he used the building to house his millinery, drapery and outfitting business (*Advocate* 24 December 1870:2). George Swanston was the owner of the building in 1880 (Fels, Lavelle and Mider

1993, Inventory no 488). In 1888, the building accommodated M J Scully's bootery and hosiery business (Mahlstedt Map no 8, 1888).



Figure 2. A group of two-storey brick shops and residences in Swanston Street, c1860. 215-217 Swanston Street is likely the third building from the left. (Source: Melbourne Heritage Action 2015)

The three-storey building at 243-249 Swanston Street (formerly 147 and 149 Swanston Street) was constructed in 1876. In February 1876 a fire broke out at a basket shop then addressed as 149 Swanston Street, and spread to adjacent properties at numbers 147 and 151-155. The shop at 149 Swanston Street was completely destroyed, and extensive damage was caused to the adjoining premises (*Illustrated Australian News* 23 February 1876:22). A new building was erected on the subject site in 1876, and in January 1877 'shops and showrooms' were advertised for lease at 147 and 149 (today's 243-249) Swanston Street by owners C J and T Ham (*Argus* 15 January 1877:8). In 1888, the building housed J Gerson, fancy goods; L S Blair and Co, decorators; and A P Scott, bookseller (Mahlstedt Map no 8, 1888) (Figure 4).

From c1878, the retail and manufacturing business of the Victoria Furniture Company operated from the subject site at 239-341 Swanston Street (*Argus* 10 March 1880:2). Housing the same business, a three-storey building at 239-241 Swanston Street was in existence by 1880 (Fels, Lavelle and Mider 1993, Inventory no 294). In March 1888, the building was occupied by Simpson and Abraham furniture dealers, who had re-located their furniture warehouse from the site of today's 255 Swanston Street (*Age* 27 March 1888:8) (Figure 4).

Edwardian buildings

Edwardian era (1900-1915) buildings exist at 237, 251-253, 255, 257-259 and 269 Swanston Street. These buildings reflect the growth of the retail and service sector in the city centre as public transport networks were established and residents moved to newly created suburbs nearby.

In the late 1890s, Morris, Swift and Co sold drapery, clothing, suits, and waterproofs from premises in Swanston Street. In May 1912, the firm, by then known as Swift and Rothberg, drapers, furnisners, outfitters and tailors, opened new show rooms and a furniture warehouse at 257 -259 Swanston Street. Designed by architect R G Webb and constructed by builder J J Oliver, an upper storey was placed over the existing two shops, which were 'modernised' with a 'handsome show window, kauri fittings and metal ceilings' (Figure 3) (*Herald* 30 May 1912:3).



Figure 3. 257-259 Swanston Street in 1912. (Source: *Herald* 30 May 1912:3).

In 1918, architect A A Fritsch invited tenders for alterations to a brick shop at 255 Swanston Street (*Herald* 11 April 1918:12). Tyre manufacturers and repairers, Economic Rubber Works, occupied the building in January 1920, and in 1929, Coles Book Arcade moved from 250 Collins Street to the premises (Figure 4) (*Argus* 31 January 1920:5; *Age* 11 May 1929:4).

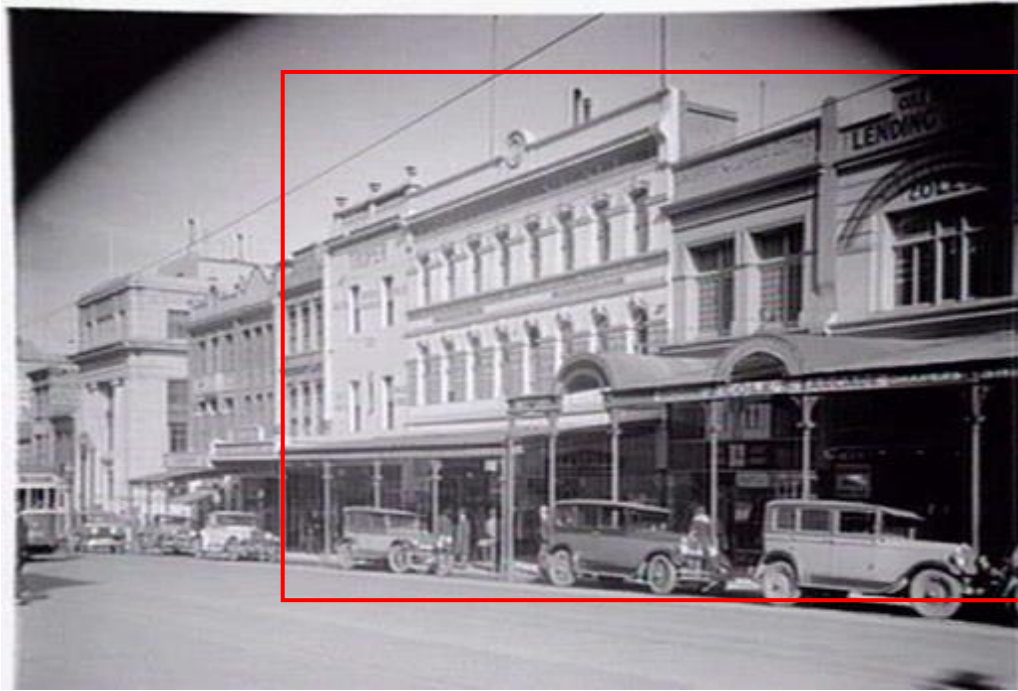


Figure 4. A view of the west side of Swanston Street, between Little Bourke and Lonsdale streets, c1930-40, showing, in rectangle from left, 237 Swanston Street; T Roper Surgical Appliances 239-241 Swanston Street; Arthur J. Veall's Electrical Radio Stores 243-249 Swanston Street; Langsford Personality Clothes 251-253 Swanston Street, and Cole's Book Arcade 255 Swanston Street. (Source: Crothers c1930-1940, SLV)

The three-storey brick building at 237 Swanston Street was built in 1919 for the Junction Motorcycle Exchange. The business notified customers in December 1919 that it was moving in early 1920 from 209 Swanston Street to 'fine Three-Stories Premises, built to our specifications', incorporating showrooms, shop, offices, storerooms and factory 'all under one roof' at 237 Swanston Street (*Herald* 22 December 1919:5). In 1930, the building was occupied by W Morgan and Co, tent and blind makers (S&Mc 1930). An image of the building in c1930-40 can be seen in Figure 4.

Interwar buildings

Interwar (1916-1939) buildings exist at 207-209, 211-213 and 275-279 Swanston Street. The buildings were designed, some by architects, to combine retail businesses at ground level with floors for offices and workshops above, reflecting the continued demand for office and work space in the city centre by the growing service sector.

After purchasing a two-storey Victorian building at 211-213 Swanston Street in 1918, P H McElroy moved his Homecraft toy shop to the premises in December of that year (*Argus* 20 December 1918:6). Wireless firm, Homecrafts Pty Ltd, operated from the premises at 211-213 Swanston Street in 1927, and it is likely that the current building was constructed around this time for Homecrafts Pty Ltd (*Table Talk* 26 May 1927:1). An image of the building in c1950 can be seen in Figure 5.



Figure 5. Showing the three-storey buildings at 207-209 Swanston Street occupied by Roger David and 211-213 Swanston Street occupied by Homecrafts c1950. (Source: Strizic c1950-c1980, SLV)

The J P Jones building at 207-209 Swanston Street was constructed in 1933 for the then Victorian Minister for Public Works, J P Jones. After purchasing the site in 1918, Jones demolished the existing two-storey building at 207-209 Swanston Street and a new four-storey building was constructed, with provision for another three-storeys if required, at a cost of £10,000. Concerned about the prevailing unemployment caused by the economic depression of the late 1920s and early 1930s, and in his role of deputy-chairman of the State Employment Council, Jones took on the project to provide employment and thereby 'give a lead to others'. Constructed substantially of reinforced concrete and steel with concrete block floors and designed by Melbourne architects Oakley and Parkes, the building incorporated tapestry bricks and cast stone in the façade, reflecting the Equity Building in Bourke Street. Jones used the building at 207-209 Swanston Street to house his tailoring business (*Argus* 27 February 1933:6; *Age* 28 February 1933:12). An image of the building in the 1930s can be seen in Figure 6 and in c1950 in Figure 5.



Figure 6. The J P Jones building at 207-209 Swanston Street can be seen on the far right in an image taken in the 1930s. (Source: Commercial Photographic Company c1930-c1939, SLV)

The building at 275-279 Swanston Street was originally known as Coreglia House. The building was designed with six storeys by architect Augustus Andrew Fritsch to the order of Messrs Pellegrini and Co for the Catholic church and constructed in 1926. Perhaps due to the economic depression of the time the building only reached two storeys. Constructed of reinforced concrete, Coreglia House incorporated ground floor shop frontages and upper storey accommodation for offices and clubrooms (Fritsch 1890-1920, SLV; *West Australian* 17 July 1926:9).



Figure 7. A drawing for Coreglia House at 275-279 Swanston Street by architect A A Fritsch, c1926. (Source: Fritsch 1890-1920, SLV)

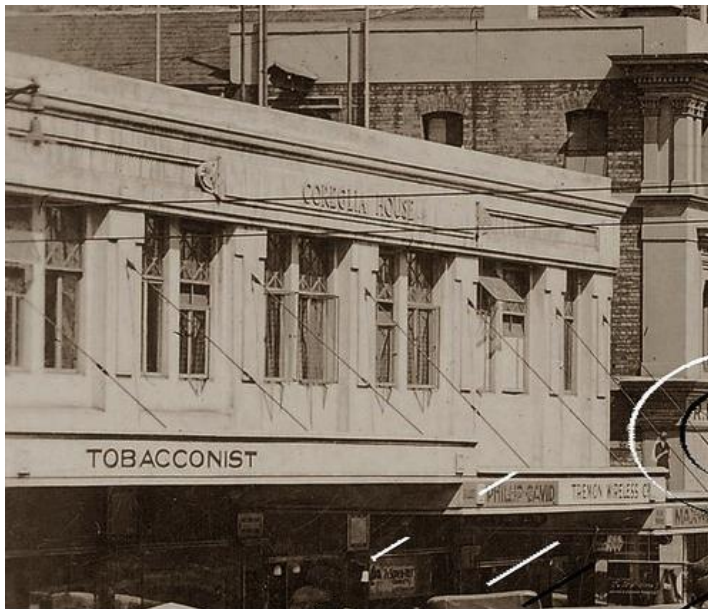


Figure 8. Coreglia House, at Myersons Corner, 275-279 Swanston Street, c1900-1927. (Source: Melbourne Heritage Action)

The National Bank of Australasia Limited purchased Coreglia House, a two-storey building with basement, in March 1937. Occupied by Myerson tailors and two other tenants in that year, a newspaper report of the day announced that the building was to be altered to house the bank branch office then located in the Tattersalls Buildings at 250 Swanston Street. The National Bank commenced operations from 275-279 Swanston Street on 18 October 1937 (*Argus* 25 March 1937:14; *Argus* 15 October 1937:1).

PRECINCT DESCRIPTION

The Swanston Street North Precinct comprises a row of two to three storey commercial buildings on the west side of the street between Lonsdale Street and 207-209 Swanston Street (Figure 9). It is predominantly a streetscape of fine grain buildings on small allotments with Caledonian Lane and Loudon Place at the rear. As one of Melbourne's main shopping streets and transport routes Swanston Street has undergone many streetscape changes including widening and paving of the footpaths in bluestone and new tram stops. London plane trees of approximately two storeys in height line the street. Cantilevered verandahs are continuous along the street but are not consistent in height or design. The Swanston Street North Precinct is low-rise and comprises a series of small buildings that are part of the pre-World War Two city.



Figure 9. Swanston Street North Precinct, viewed from north. (Source: City of Melbourne 2018)

Swanston Street

219-225 Swanston Street, the former ES&A Bank is on the Victorian Heritage Register (H0390) and the Heritage Overlay (HO749) as a notable example of the Greek Revival style from a design by Henry Hare. Built in freestone it is a prominent building with interwar classical facades to both Swanston and Little Bourke Streets.

215-217 Swanston Street retains its small two storey scale, commensurate with its early date of construction, and is recognisable from the c1860 photograph (Figs 2 & 10). The upper floor is relatively unchanged with its pair of windows with aedicules and corbelled brackets flanked by a pair of pilasters.



Figure 10. 215-217 Swanston Street, constructed pre 1860 (Source: Context 2017).

The three storey 211-213 Swanston Street remains with its interwar classical revival façade with large square steel framed windows to the two upper floors. 209 Swanston Street has been comprehensively refaced but retains the same three storey scale (Figure 5).

On the opposite corner to 219-225 Swanston Street is 258-264 Little Bourke Street, a twelve storey 1961 development for the State Savings Bank of Victoria by Meldrum and Partners architects and refurbished in 1991 and subdivided in 2002. From this building to the corner of Lonsdale Street, the scale of development is consistent at two to three storeys. This building is noted as one of the ‘most intact examples of its type in the Melbourne CBD’ (Built Heritage, 2008:267). Alterations have now changed the appearance of the side wall with additional windows. This place is due for assessment as an individual place in the next stage of the Hoddle Grid Heritage Review.

The narrow three storey building at 237 Swanston Street from 1919 exists in recognisable form on the upper two floors, with its distinctive curved and flat top parapet and row of three windows to each level. The adjacent building at 239 Swanston survives as a three-storey relatively plain Victorian stucco façade with a pair of small windows to each upper floor and a balustraded parapet (Figure 4).



Figure 11. 243-249 Swanston Street with its added glazed balcony. (Source: Context 2017).

243-249 Swanston Street is an eight-bayed Victorian commercial building of three floors with an articulated classical revival front. It survives in its entirety behind a first-floor glazed balcony. The two floors of arch-headed windows are framed with mouldings, keystones and string courses. A simple parapet with string mouldings has a central circular motif that also survives (Figures 4 and Figure 12).



Figure 12. 243-259 Swanston Street. (Source: Context 2017).

251-253 Swanston Street is a two storey Edwardian building with rather austere classical detail, a plain parapet and a pair of windows to the upper floor. It is quite legible as is the adjacent similarly scaled 255 Swanston Street dating from 1918 and designed by notable architect A A Fritsch. This building has distinctive ashlar incised lines in the stucco to part of the upper floor and a large arch-headed central window formerly divided into four panes with top lights. The parapet has a central raised section for lettered signs (Figure 4).

The pair of two storey shops at 257-259 Swanton Street by architect R G Webb is notable for its elaborate upper floor with pilasters surmounted by urns (now missing) and flamboyant parapets with triangular pediments. A pair of beautiful large arch-headed windows occupy much of the upper floor and are flanked by pilasters. Part of the window frames may survive (Figure 3, Figure 12).

261-263 Swanston street is a contemporary building. No.269 and 271 are both two-storey shops with alterations to their upper floor facades. No.269 retains some of its Edwardian detail in the stuccoed quoins to the windows however the central window projecting window appears to be significantly modified. No.271 has a modified façade although the pair of windows suggest a late Victorian period for its construction as does no.273.

275-279 Swanston Street, formerly Coreglia House by A A Fritsch is a smaller version of a grand interwar development was heavily modified in 1937 for the National Bank. The original design is recognisable insofar as its two-storey scale survives as does the paired windows. Distinctive steel framed windows and parapet mouldings in stucco have been removed and the cantilevered verandahs along Lonsdale Street and Swanston Street no longer exist (Figure 7, Figure 8).

Laneways

Caledonian Lane retains its historical connections to the east side only, with the west side redeveloped as the Emporium. From 237-279 Swanston Street the backs of the buildings on Caledonian Lane are evident as two and three storey brick facades with small windows and flat or gabled roofs (Figure 13). The rear of no.273 is notable for its small scale, arched opening, bluestone loading threshold and circular vent to the brick gable. Adjacent at no.271 remnants of a bluestone wall are visible. Caledonian Lane retains its pedestrian function and gives views of buildings of heritage value. Caledonian Lane was in existence by 1895 but widened and altered as part of the development of the Emporium development in 2010-2013. Louden Place behind 207-225 Swanston Street also displays the rear of buildings but the buildings have been increased in height and have been altered. Only no.215-217 retains its two-storey scale. Louden Place abuts the heritage place at 219-225 Swanston Street (former ES&A Bank).



Figure 13. Caledonian Lane, showing the rear of properties from 237 – 279 Swanston Street. (Source: Context 2017).

INTEGRITY

The Swanston Street North Precinct retains its height and footprint from pre-1930 and a remarkable number of buildings of two and three stories remain. From 237–269 Swanston Street the (with the exception of no.261), there is considerable integrity in the upper floors and the buildings are highly legible. More changes have occurred between 271-279, however these buildings retain their pre-1930 scale and some remnants of their design origins. From 211-225 Swanston Street a similar degree of integrity is displayed in the upper floors.

All the ground floor shopfronts have been replaced and there is a low degree of integrity at the street level. There are multiple advertising signs at street level, on the verandahs and above. The glazed balcony at 243-249 Swanston Street is an alteration that appears reversible and would benefit the street frontage of this impressive building.

Caledonian Place, north of Little Bourke Street is a more intact laneway than Louden Place that leads south of Little Bourke Street. Louden Place has been shortened by the development of the large hotel south of 209 Swanston Street and not included in the precinct.

COMPARATIVE ANALYSIS

Other retail precincts

The retail core of the Hoddle Grid is the pedestrian focus for the city and includes a high proportion of buildings of low to moderate scale. Characteristics of the retail core include the relatively consistent scale, a complexity of building design adding a richness to the streetscapes and a network of laneways and arcades encouraging pedestrian activity.

Groupings of low-rise retail and other commercial premises are found in the following precincts:

Bourke Hill Precinct (HO500)

Within the city centre the Bourke Hill Precinct is one of the best demonstrations of small-scale, mixed-use buildings, including some particularly early examples, with the period of significance defined as 1837-1914.

Little Bourke Street Precinct (HO507)

Much of the building stock in the Little Bourke Street Precinct is low scale with the principal period of development being 1850s-1920s.

309-325 Swanston Street (HO1081)

A row of seven two storey rendered brick shops of two storeys that are noted as early construction pre-1860. These places are included within a broader precinct for Swanston Street North Precinct assessed as part of the Hoddle Grid Heritage Review.

The Block Precinct (HO502)

The historic character of the precinct as a retail area is characterised by a large number of buildings from the late Victorian and early 20th century periods and by the network of arcade shopping. The commercial and retail buildings range largely between the 1900-1940 period.

Post Office Precinct (HO509)

The traditional character of this precinct is as a major retail centre derived from the scale, form and appearance of the buildings constructed before the World War Two, and of the surviving 19th century buildings.

245-269 Elizabeth Street (HO618)

The buildings between 245-269 Elizabeth Street comprise a row of retail and commercial premises dating from 1897 to 1915. They have been assessed to be of local significance in the Guildford and Hardware Lane Heritage Study (Lovell Chen, 2017).

Swanston Street North Precinct is a low scaled retail precinct that has survived redevelopment and consolidation of its small sites. Like most other central city precincts, the development era spans a wide range, with the key feature being that the places represent the period before high rise buildings. Swanston Street North Precinct spans the period from pre1860 to the 1930s, a range that is also evident in other precincts. This precinct complements others in the retail core and supports the low rise and highly pedestrianised area of the city. Like the Bourke Hill Precinct it retains an early building (215-217 Swanston Street) within examples of other periods and styles. Caledonian Lane, despite its alterations still retains its through access and view lines, contributing to the importance of laneways across the city centre.

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 a Heritage Precinct.

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

PRECINCT CATEGORY SCHEDULE

CoM Property ID	Number	Street	Grading
109289	258-264	Little Bourke Street	Non-contributory
109285	207-209	Swanston Street	Non-contributory
109286	211-213	Swanston Street	Contributory
109287	215-217	Swanston Street	Significant (HO1291)
109288	219-225	Swanston Street	Significant (HO749, VHR H0390)
109290	237	Swanston Street	Contributory
109291	239-241	Swanston Street	Contributory
109292	243-249	Swanston Street	Contributory
109293	251-253	Swanston Street	Contributory
109294	255	Swanston Street	Contributory
109295	257-259	Swanston Street	Contributory
109296	261-263	Swanston Street	Contributory
109297	265-267	Swanston Street	Non-contributory
109298	269	Swanston Street	Contributory
109299	271	Swanston Street	Non-contributory
109300	273	Swanston Street	Non-contributory
109301	275-279	Swanston Street	Contributory

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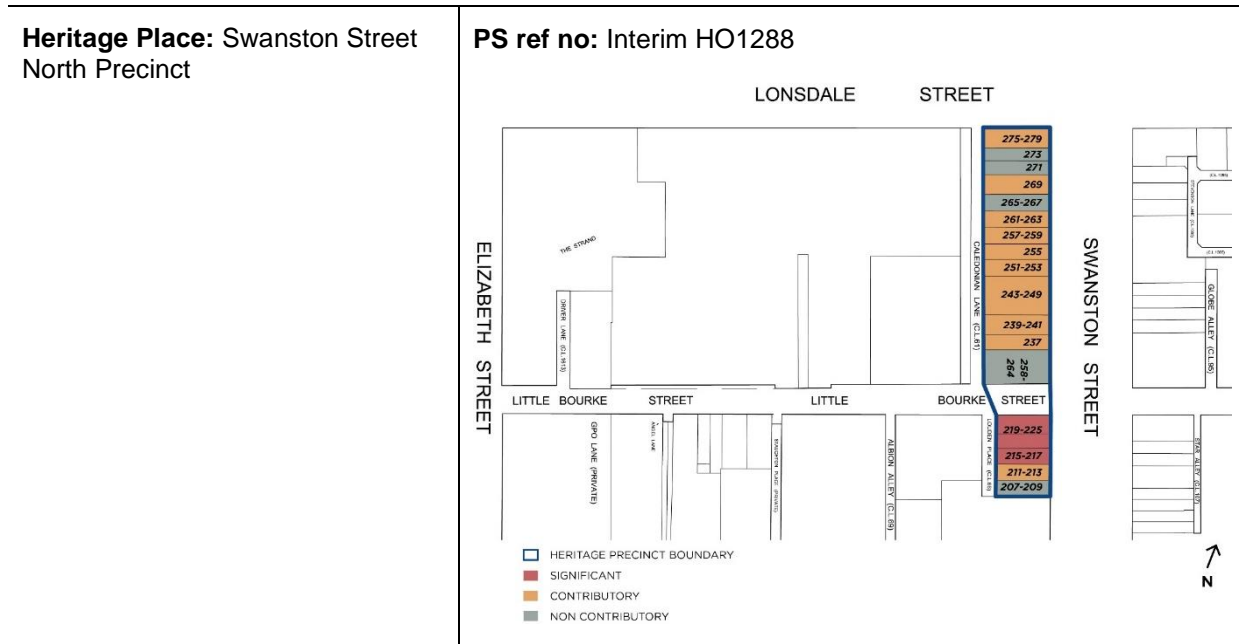
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STATEMENT OF SIGNIFICANCE



What is significant?

The Swanston Street North Precinct comprising small scale commercial buildings between 207-279 Swanston Street and 258-264 Little Bourke Street.

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

- The small scale commercial buildings constructed from c1856 to c1926, as shown on the precinct map.
- The pattern of development in the precinct which comprises a mixed streetscape of Victorian, Federation and interwar commercial buildings, and the key features and original detailing characteristic of their respective styles.
- The overall consistency of built form (two- to three-storey wall heights), materials and detailing (masonry construction, stucco detailing), and siting (consistent low-rise, narrow allotments).
- The laneway rear aspects of the buildings, particularly those on Caledonian Lane.

The buildings at 211-213, 237, 239-241, 243-249, 251-253, 255, 257-259, 261-263, 269 and 275-279 Swanston Street are contributory.

The buildings at 215-217 and 219-225 Swanston Street are significant.

Non-original alterations and additions to the Contributory buildings, including all ground floor shop fronts and the glazed balcony at 243-249 Swanston Street, are not significant.

The buildings at 207-209, 258-264, 265-267, 271 and 273 Swanston Street are non-contributory to the precinct.

How it is significant?

The Swanston Street North Precinct is of local historic, representative and aesthetic significance.

Why it is significant?

The Swanston Street North Precinct is within the retail area of the central city. The Swanston Street North Precinct demonstrates the predominant land use of retailing that was established quite early in the development of the central city between Swanston and Elizabeth Streets. (Criterion A)

Historically the Swanston Street North Precinct is significant for its demonstration of retailing from pre-1860 to c1930, including drapers, clothing outfitters, tailors, furniture dealers, booksellers, (including Coles Book Arcade), canvas manufacturers, homecrafts and a 'motorcycle exchange'. These uses are evident in the individual buildings, the streetscape, laneways and documentary evidence in plans and photographs. Historically the Swanston Street North Precinct demonstrates the small allotment size that was created by the small subdivision patterns of the 1870s and 1880s and that established the urban density of the Hoddle Grid until the 1950s. (Criterion A)

No 275-279 Swanston Street is historically significant as the former Coreglia House, developed by the Catholic Church as office accommodation and clubrooms as well as ground floor retailing. No.215-217 Swanston Street is significant for its early date of construction of 1856, a relatively rare pre-1860 place to survive within the Hoddle Grid study area. (Criterion A)

The Swanston Street North Precinct demonstrates a commercial building morphology of two to three storeys. This built form was evident from the 1850s through to the 1920s, despite changes in building construction and technology that allowed building heights of up to 40 metres from 1912. The particular characteristics of this low scale building form include masonry street walls generally faced with stucco at the front, a regular pattern of small windows, parapets that disguise the roof form and a variety of classically derived façade details. The Swanston Street North Precinct comprises buildings from 1856 to c1930 with characteristics of the periods that are most strongly evident to the upper floors. The Swanston Street North Precinct demonstrates retail development between 1856 to 1930 and has representative elements from each of the Victorian (1850-1900), Edwardian (1900-1919) and interwar (1919-1935) periods. Together these elements comprise a small but distinctive low scaled and fine-grained survivor within the retail heart of the city. (Criterion D)

The Swanston Street North Precinct is aesthetically significant for the upper floors of the buildings that demonstrate the different periods and styles in which they were built. Whilst the street level has generally been modified, the upper floors have retained architectural characteristics of the period including parapets, original window openings, moulded stucco decoration to the masonry walls and stylistic detail and elements common to each period. The Swanston Street North Precinct is aesthetically significant for its human scale in the central city. The views of the rear of buildings along Caledonian Lane north to Drewery Lane and south to Loudon Place are also aesthetically significant. The rear elevations of the buildings abutting the laneways including 209-225 Swanston Street facing Loudon Place, and 237- 273 Swanston Street facing Caledonian Lane are aesthetically significant for their scale, form and brick and stucco walls with a pattern of window and loading bay openings. (Criterion E)

Key attributes of the precinct include:

Victorian-era buildings:

- No.215-217, a two-storey shop at built in 1856 as part of a row, and now the only survivor
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- No.239-241, a three-storey furniture business at built by 1880
- No.243-249 a large three storey store built in 1876-77

Edwardian era buildings:

- No.237, a three-storey shop built in 1919
- No.251-253, a two-storey shop with austere classical detail
- No.255, a two-storey shop alteration designed by A A Fritsch built in 1918
- No.257-263, a two-storey pair of shops built in 1912 and designed by R G Webb
- No.269, a two-storey shop with stuccoed quoins

Interwar era buildings:

- No.207-209, a highly altered three-storey shop
- No.211-213, a two-storey shop with classical detail and steel-framed windows
- No.219-225, the Greek Revival former ES&A bank by Henry Hare built in 1928
- No.275-279, Coreglia House, a highly modified two storey retail and office corner building by A A Fritsch

The laneway rear aspects of the buildings, particularly those on Caledonian Lane.

Primary source

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