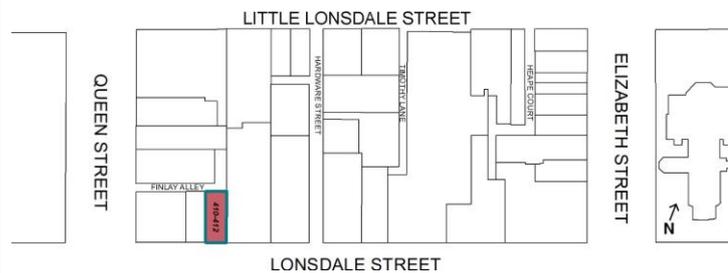


STATEMENT OF SIGNIFICANCE

Heritage Place: Warehouse

PS ref no: HO1360



What is significant?

The warehouse at 410-412 Lonsdale Street, a narrow fronted five-storey warehouse building built in 1923 in the interwar Chicagoesque style.

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

- The original building form and scale;
- The original pattern of fenestration;
- The external wall surfaces of painted cement render;
- The original steel framed windows to the upper floors; and
- The external decoration to the façade, including pilasters, parapet, substantial dentilled cornice supported by a brackets and decorative spandrels.

Later alterations made to the shopfront and first floor level spandrels are not significant.

How it is significant?

The warehouse at 410-412 Lonsdale Street, Melbourne, is of local historic and representative significance to the City of Melbourne.

Why it is significant?

The five-storey building at 410-412 Lonsdale Street is historically significant for its association with development that proliferated in this part of the city, between Bourke and Lonsdale streets, from the 1880s to 1920s. Commonly comprised of three- or more-storeys these buildings were used for retail, factory and warehouse purposes. The building continued to be associated with hardware and

electrical industry for almost 40 years. The building at 410-412 Lonsdale Street exemplifies a key phase in Melbourne's development when, during the economic boom of the 1920s, an increasing number of commercial enterprises constructed architect designed multi-storey premises in the city to house retail and manufacturing outlets and associated warehouses. (Criterion A)

The building is significant as a highly intact example of the wave of development in central Melbourne during the early interwar period that replaced the low scale masonry buildings dating from the late nineteenth and early twentieth century. This early wave of building most commonly featured the interwar Commercial Palazzo or Chicagoesque styles, which utilised the engineering benefits of steel and concrete frame structures. This allowed for window areas and open floor areas to be maximised, and provided flexibility for external articulation and decoration. The building at 410-412 Lonsdale Street is a modestly scaled, restrained and highly intact example of the interwar Chicagoesque style. It retains key characteristics of the style, such as a strong vertical emphasis resulting from projecting pilasters and mullions, terminating in a substantial cornice, and with large windows separated by recessed spandrels with decorative panels and faux Juliet balcony, and the top floor level is differentiated from the other levels by a flush spandrel and minor cornice at each floor. The building is also notable as a work of the eminent firm of Melbourne architects H W & F B Tompkins. (Criterion D)

Primary source

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