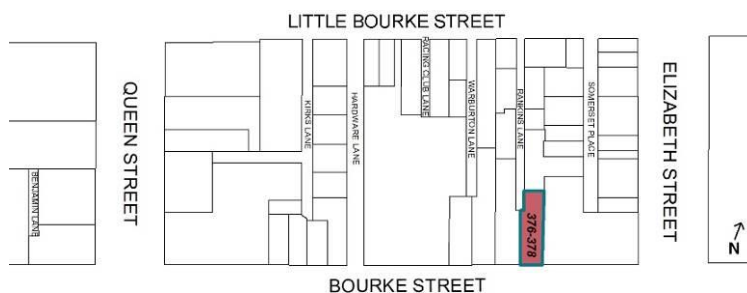


STATEMENT OF SIGNIFICANCE

Heritage Place: Former Coles and Garrard Building



PS ref no: HO1306



What is significant?

The former Coles & Garrard Building at 376-378 Bourke Street, Melbourne, a curtain-walled postwar commercial building built in 1957 to a design by Meldrum & Noad, is significant.

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

- Original building form and scale; and
- Original non-loadbearing curtain wall.

Later alterations, particularly at street level, are not significant.

How it is significant?

The former Coles & Garrard Building at 376-378 Bourke Street is of local representative and associative significance to the City of Melbourne.

Why it is significant?

The former Coles and Garrard Building at 376-378 Bourke Street is significant as a highly intact example of the Post-War Modernist style offices utilised for commercial development in central Melbourne during the late 1950s and early 1960s. These buildings represented the new modernism in their modular, industrial Bauhaus inspired aesthetic incorporating features such as consistent access to daylight and open floor plans to meet new standards for commercial office accommodation. The building,

designed by architects Meldrum & Noad, reflects the growth and progress in 1950s and 1960s Melbourne of locally established companies, resulting in many architecturally designed buildings being erected in the city. (Criteria D)

The former Coles & Garrard Building is significant for its long-term association with Victorian optometrists and spectacle makers, Coles & Garrard. The building was constructed for Coles & Garrard and the firm occupied the building for some 28 years, from 1958 to c1986. Coles & Garrard Pty Ltd, a Victorian-based company established in Melbourne in 1922, grew to become Melbourne's largest optometry firm, until it was taken over by OPSM in 1988. (Criterion H)

Primary source

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