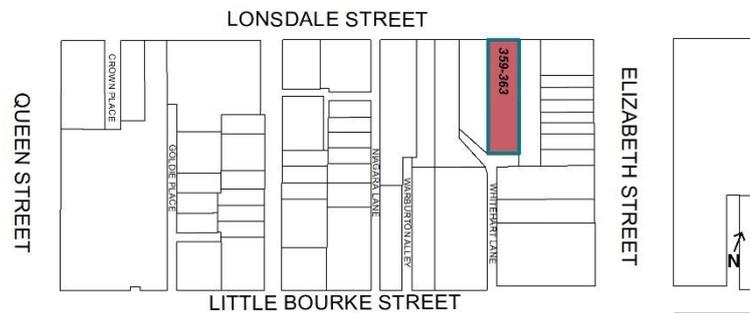


STATEMENT OF SIGNIFICANCE

Heritage Place: Shops and offices

PS ref no: HO1358



What is significant?

359-363 Lonsdale Street, Melbourne, two-storey shops and offices built in 1872.

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

- The original building form and scale;
- The original painted render walls and pattern of fenestration including pilasters, cornice, cornices and pediment, decorative elements including roundels and pattern of window openings; and
- The original timber frame windows.

Later alterations made to the street level facades, including the insertion of new shopfronts, are not significant.

How it is significant?

359-363 Lonsdale Street, Melbourne, is of local historic and representative significance to the City of Melbourne.

Why it is significant?

The pair of two-storey mid Victorian brick shops with offices above built in 1872 at 359-363 Lonsdale Street, Melbourne is historically significant for its association with a key phase in Melbourne's manufacturing and retail history. From the 1860s, investors constructed premises in the city to house the growing retail and manufacturing industry established to meet the demands of an increasing population brought to the city and the colony of Victoria by gold rushes from the 1850s. (Criterion A)

The building is historically significant for its association with Pausacker, Evans & Co, one of Melbourne's leading portmanteau manufacturers, that established their business in c1864 and occupied the subject site for 22 years, from c1869; 19 of those years in the subject buildings. Another prominent tenant included rope manufacturer Geo Kinnear & Sons Pty Ltd, which occupied the subject site for 12 years from 1913 to 1925. (Criterion A)

359-363 Lonsdale Street is significant as a largely intact example of a pair of mid Victorian two-storey shops and offices constructed in 1872 during Melbourne's pre-boom period, as a component of the industrial expansion in central Melbourne before the economic depression of the 1890s slowed manufacturing development. Like other examples of their type, the building utilises loadbearing face brick external walls with painted render to the principal façade, and exhibits elements of the Victorian Free Classical style reflecting the Victorian taste for ornamentation derived from classical architecture that was common even for small scale buildings of the period. The building is of high integrity, retaining its original form and scale and much of its original architectural expression including pilasters, cornices, pediment and roundels. (Criterion D)

Primary source

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