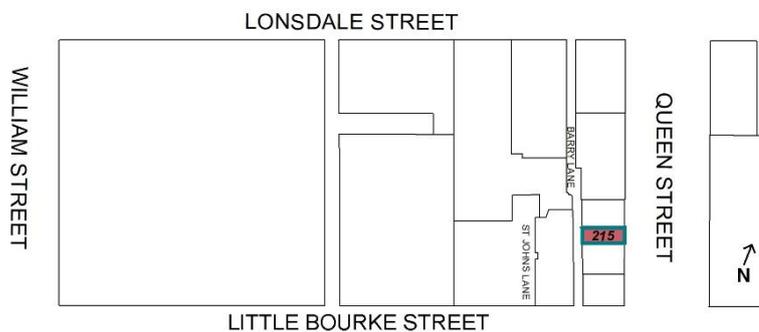


STATEMENT OF SIGNIFICANCE

Heritage Place: Shop

PS ref no: HO1371



What is significant?

The two-storey building at 215 Queen Street, Melbourne, built in 1927 to a design by architects Henry Hare & Hare, is significant.

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 brick wall façade to Queen Street and pattern of fenestration including rusticated pilasters, deep parapet with triangulated pediment, restrained geometric motifs and rectangular window openings;
- The original components of metal frame shopfront with recessed entry door and leaded glass toplight;
- The original steel framed windows (although may be contemporary replicas of the originals); and
- The original face brick elevation to Barry Lane and pattern of fenestration and original steel frame windows.

How it is significant?

215 Queen Street, Melbourne, is of local historic and representative significance to the City of Melbourne.

Why it is significant?

The building at 215 Queen Street, built for the owner Harris Dunman Hurst in 1927 to a design by architects Henry Hare & Hare, is historically significant for the evidence it provides of the retail and

manufacturing expansion in central Melbourne in the 1920s, a key phase in the expansion of commercial development in the city of Melbourne prior to the widespread economic depression of the later 1920s and early 1930s. By the end of the 1920s Melbourne's population had reached one million, and many residents moved out of the city to suburbs, with the retail and manufacturing sectors rapidly taking up city properties. Two long-term tenants of the building were scientific instrument maker Arthur Elwyn Parsons, from c1934 to the late 1950s, and tailor Phillip Alfred Whitcroft, from 1936 to the early 1960s. As small-scale manufacturers Parsons and Whitcroft typified the businesses that contributed to Melbourne's most sustained growth in its history from the end of World War Two to the beginning of the 1970s, mostly based on the manufacturing industry. (Criterion A)

The building at 215 Queen Street is significant as a highly intact, somewhat unusual and well executed example of an interwar two-storey shop and business premises that exhibits some aspects of the Neo-Greco or Classical Revival styles derived from classic architecture, in vogue at the time for much more substantial (especially commercial) buildings. The shop building features key characteristics of the style and building type, including rusticated pilasters, deep parapet with triangulated pediment, restrained geometric motifs and rectangular window openings. The building is also notable for its substantially intact shopfront, including the leaded glass toplight that includes the geometric pattern continued in the decorative theme of the upper section of the building. (Criterion D)

Primary source

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