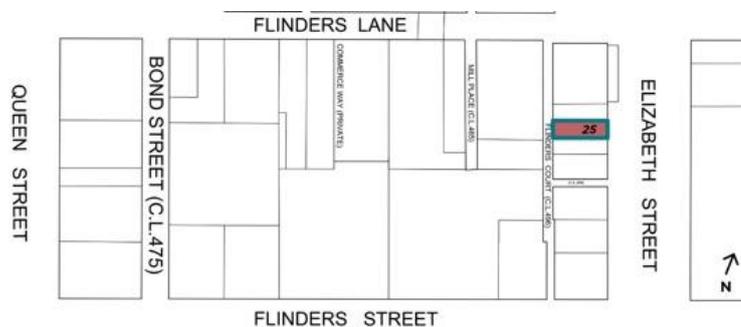


STATEMENT OF SIGNIFICANCE

Heritage Place: Former Universal House



PS ref no: HO1247



What is significant?

25 Elizabeth Street, a five-storey commercial building designed by architect William Salway and built in 1889.

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

- The building's original form, materials and detailing;
- Detailing of the upper façade, particularly the remaining stucco decoration at the upper and outer edges which includes the parapet, a full entablature with deep moulded cornice, a dentil band and decorative scroll brackets, pilasters;
- Pattern and size of original fenestration; and
- Early window joinery at the first floor.

Later alterations, including those to the ground level shop front, are not significant.

How it is significant?

25 Elizabeth Street is of local historic, representative and aesthetic significance to the City of Melbourne.

Why it is significant?

25 Elizabeth Street is of historical significance for its association with Melbourne's retail development during the boom years of the 1880s. Built in 1889 for Celia Hordern, the wife of merchant William

Hordern, 25 Elizabeth Street was one of three adjacent buildings designed by architect William Salway: the subject building (built 1889); 21-23 Elizabeth Street (built 1890); and 17-19 Elizabeth Street (built 1885). 25 Elizabeth Street is significant for its association with the Hordern Australian retailing dynasty, who operated stores and other ventures in Australia from 1844 until 1970. The building continued to be owned by members of the Hordern family for over 80 years until its sale in 1956. (Criterion A)

25 Elizabeth Street demonstrates its Victorian origins despite its altered form and somewhat stripped back façade, The scale, height and form continue to demonstrate a typical commercial building from the late nineteenth century. (Criterion D)

25 Elizabeth Street is aesthetically significant for its remaining 1880s decorative stucco detail and the pattern of upper floor windows, including the joinery of the first-floor windows. Aesthetic significance is also attributed to no.25 as part of the group of three adjacent buildings by William Salway. (Criterion E)

Primary source

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