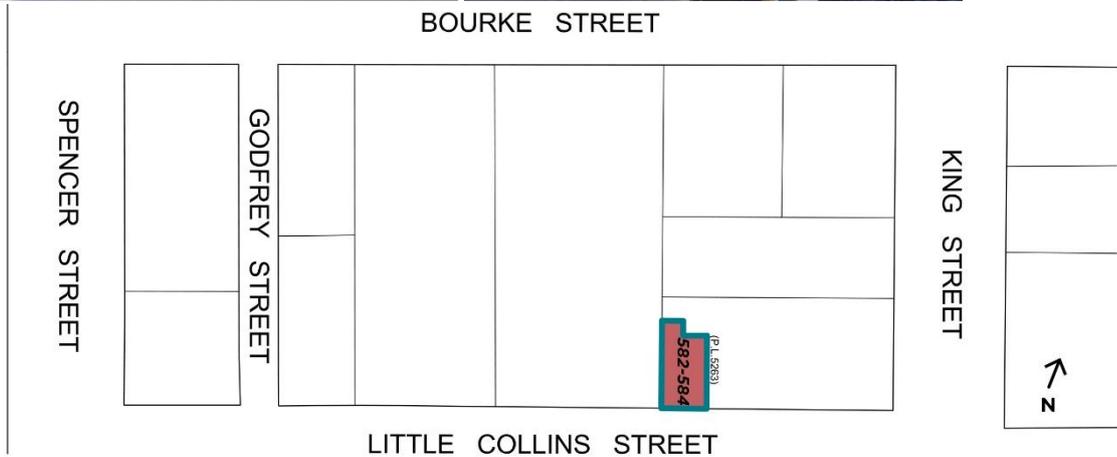


<b>SITE NAME</b>	Commercial building
<b>STREET ADDRESS</b>	582-584 Little Collins Street Melbourne
<b>PROPERTY ID</b>	105948



SURVEY DATE: May 2017		SURVEY BY: Context Pty Ltd	
<b>HERITAGE INVENTORY</b>	H7822-1580	<b>EXISTING HERITAGE OVERLAY</b>	No
<b>PLACE TYPE</b>	Individual Heritage Place	<b>PROPOSED CATEGORY</b>	Significant
<b>DESIGNER / ARCHITECT / ARTIST:</b>	Crouch & Wilson	<b>FORMER GRADE</b>	C
		<b>BUILDER:</b>	Linacre & Farnsworth
<b>DEVELOPMENT PERIOD:</b>	Victorian Period (1851-1901)	<b>DATE OF CREATION / MAJOR CONSTRUCTION:</b>	1873

**THEMES**

<b>ABORIGINAL THEMES</b>	<b>SUB-THEMES</b>
Research undertaken in preparing this citation did not indicate any associations with Aboriginal people or organisations.	Aboriginal Themes (Hoddle Grid Heritage Review, Stage 2 Volume 3 Aboriginal Heritage, March 2019) have therefore not been identified here
<b>HISTORIC THEMES</b>	<b>DOMINANT SUB-THEMES</b>
5 Building a commercial city	5.5 Building a manufacturing capacity

**LAND USE**

<b>HISTORIC LAND USE</b>	
<b>Archaeological block no:</b> 33	<b>Inventory no:</b> 580
<b>Character of Occupation:</b> Commercial	
Land sale details not provided.	
1855 Kearney	Immigration Office.
1866 Cox	Building on site.
1880 Panorama	
1888 Mahlstedt	Building, Watt & Co.
1905/6 Mahlstedt	Two-storey building, Price Griffith Merchants.
<b>THEMATIC MAPPING AND LAND USE</b>	
1890s	Commercial
1920s	Commercial
1960s	Commercial

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Extent of overlay: Refer to map

**SUMMARY**

This two-storey commercial building was erected by businessman, colonial magistrate and St Kilda councillor William Welshman in 1873. Designed by prominent architects Crouch and Wilson, the building retains much of the high-quality detailing to its front façade.

## HISTORICAL CONTEXT

### Building a commercial city

#### *Building a manufacturing capacity*

As Melbourne developed through the nineteenth century, so did its manufacturing industry. Flinders Lane became an important area for clothing manufacturers, while Chinese cabinet makers were concentrated at the east end of town. Food-processing plants were established in north and west Melbourne. Factories tended to be small and specialised. Large factories, built in the later nineteenth century and early twentieth century tended to be built outside the City of Melbourne, where land was more easily obtainable (Context 2012:44).

The growth of manufacturing was accompanied by the construction of warehouses and offices. From the 1850s, the Yarra River and the docks west of Swanston Street were in essence the 'lifeline' of the city. Port facilities and large warehouses were built in this area to serve shipping interests (Context 2012:39-40). The area in and around Flinders Lane is described by the *Encyclopedia of Melbourne*:

*By the 1860s, as [Flinders Lane's] swamps were filled in, and as its proximity to the wharf encouraged the construction of warehouses and showrooms, the street gained a reputation as a busy and important thoroughfare, the chosen location of mercantile houses, importers, brewers, timber yards and wholesalers (May 2008).*

## SITE HISTORY

Commercial buildings have existed on this site since 1855. (Fels, Lavelle & Mider 1993).

The existing two-storey commercial building at 582-584 Little Collins Street (Figure 1, Figure 2) was erected in 1873 for owner William Welshman, colonial magistrate and St Kilda councillor. It was designed by prominent architects Crouch and Wilson, and built by Linacre and Farnsworth (MCC registration no 5497, as cited in AAI, record no 76813).

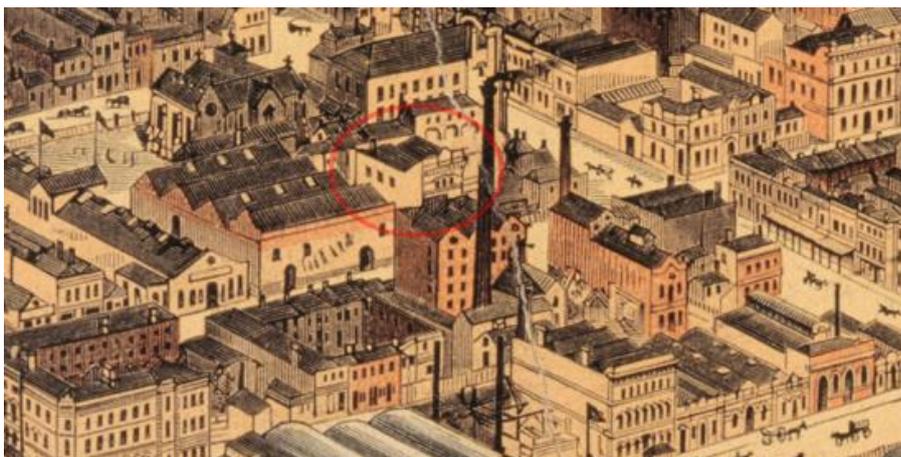


Figure 1. A section of lithograph by A C Cooke (1882), showing the two-storey building at 582-584 Little Collins Street. (Source: Cooke 1882)

In 1884, Welshman advertised:

*having completed the erection of...extensive premises in Little Collins Street west, near Spencer-street Railway Station, [William Welshman] begs to inform Millers, Storekeepers, Farmers, Vignerons, and others that he is now desirous of acting as COMMISSION AGENT for the Sale of Flour, Grain, etc., etc. Superior dry and well-ventilated Cellar for Storage of Wine. Goods- of every description sold or purchased on commission (Ovens and Murray Advertiser 28 February 1874:1).*

Welshman had his agency in the building until 1877, with bitters and cordial manufacturer, Joseph Steane and Co, sharing the premises until the early 1880s (S&Mc 1875-1884).

In 1881, William Welshman commissioned architects Crouch and Wilson, who designed the subject building, to erect bond stores on the adjacent land at the corner of Little Collins and King streets.

Watt and Co's print workshop occupied the building during the 1880s and 1890s, and James Hardie and Co's leather factory used the building until 1902 when the company relocated to 581-583 Little Collins Street, across the road (S&Mc 1892-1901).

The Standard Plan of Melbourne compiled by Mahlstedt and Gee in 1888 shows the two-storey brick building with windows in every elevation and doors to the north and east elevations (Mahlstedt Map no 16, 1888). Adjacent to the northwest corner of the building was an outdoor shed with toilets (MMBW Detail Plan no 738, 1895).

From the early 1900s until the 1940s, the building housed the offices of numerous mercantile businesses, including self-raising flour manufacturer Brockhoff and Co (S&Mc 1903); the Columbus, USA Manufacturing Company (S&Mc1906); wine and spirit merchants, D J Tuomey and Co (S&Mc 1910-1925); and oil fuel importers H C Sleight (S&Mc 1930-1942).

It appears that by 1948 the outbuilding had been upgraded with fireproof walls, expanded to two storeys, and merged into the main building with a new interior access from the workshop spaces (Mahlstedt Map no 23, 1948).

The building was refurbished and converted to a bar and restaurant in 2001.



Figure 2. 582-584 Little Collins in the 1970s, from Little Collins Street north between Godfrey and King Streets, Melbourne, Vic., c.1972, by K J Halla. (Source: Halla c1972, SLV copyright)

*Crouch & Wilson, architects*

Born in Hobart, Tasmania in 1832, Thomas James Crouch (1832/3-1889) was a pupil of Alexander Dawson, an officer of the Royal Engineer's Department, and as such, was one of the first architects to be articled to a professional in Australia. In 1850, he commenced practice in Tasmania and moved to Melbourne in 1852, recommencing practice there in 1854 after working on the Bendigo and Beechworth goldfields and speculating on real estate in South Yarra. In 1858 he was joined by Ralph Wilson (? - 1886) in the firm Crouch and Wilson, a partnership that lasted until 1881. The partnership name continued with Crouch's son, Ernest W M Crouch, and Wilson's son, Sydney H Wilson, who became principals by 1889 (Tibbits 2012:183-84).

**SITE DESCRIPTION**

582-584 Little Collins Street is located on the north side of the street, between King Street and Spencer Street. The two-storey brick building is built to the property boundary and has an elaborate rendered façade.

Built in the Victorian classical style, the ground level, the building has a rusticated façade over a rock-faced bluestone base. A heavy cornice marks the floor level of the building which is elevated above street level. A recessed entry porch is located to one side of the building and has a squared opening at the street edge. A deep architrave runs around the opening and a plaster plaque sits centrally over the opening. A decorated cornice runs across the top of the opening. Entry porch details include fully glazed timber doors with curved brass handles, a brass handrail and chequerboard tiling to the floor. These details are not original.

Across the face of the building at street level, a glazed timber panel has been inserted into an original opening. A cornice and rendered frieze run across the top of this level. Four decorative rosettes were originally spaced across the frieze. The outer two remain and the middle two have been replaced with modern signage.

Three identical rounded arched windows are located across the upper façade. A string course intersects the windows at the springing point of the arch, and a recessed rendered panel is located below each of the windows. At the top of the building, a simple arched pediment is centred over the parapet and a deep bracketed cornice sits just below it.

**INTEGRITY**

The building retains a high level of intactness. Alterations include new flooring to the entry, insertion of a large glazed timber panel into the window opening at street level, and removal of two decorative rosettes.

**COMPARATIVE ANALYSIS**

Warehouses and commercial buildings are an important building type of the nineteenth century and early twentieth century urban landscape of Melbourne. Many of these early mercantile offices, warehouse or manufacturing facilities are no longer operational, and have often been adapted to businesses or offices. The subject building compares well with the following examples, being of a similar use, scale, location and creation date. The below images and descriptions are provided by CoM Maps unless stated otherwise, with images dating from c2000 or later.

*Eadies Building, 61-69 A'Beckett Street, 1871 (HO515)*

A two-storey brick former warehouse on a bluestone base. Built in 1871 for the merchants McClure, Valentine & Co., by the 1960s it had been converted to a printing works. In 2006 it was refurbished and converted to a restaurant. Noted for still housing the original hydraulic goods lift that was powered by mains water.



Figure 3. 61-69 A'Beckett Street constructed 1871.

*Currie and Richards Building, 79-81 Franklin Street, 1875 (HO654)*

Three-storey brick former factory. Designed in the Italianate manner and built by Martin & Peacock in 1875. Further subdivided into upper level apartments in 1993. It is notable for its classical Victorian architecture.



Figure 4. 79-81 Franklin Street constructed 1875.

*Wilson's shop & residence, 299 Elizabeth Street (HO1917)*

A three-storey rendered brick shop and former residence. Designed in the Italian Renaissance Revival style by JW Roberts & Company and built for Charles Wilson in 1885.



Figure 5. 299 Elizabeth Street constructed 1885.

Built in the 1870s, the former warehouse at 582-584 Little Collins Street is one of a number of buildings of similar style and scale, which are comparatively rare in the central city. A number of other similar examples within the Hoddle Grid (i.e. 277 & 281 Little Lonsdale Street) are not included in a Heritage Overlay, and by comparison to the above examples already on HO, the subject building is a reasonably intact representative of a Victorian-era office in the City of Melbourne.

**ASSESSMENT AGAINST CRITERIA**

✓	<p><b>CRITERION A</b> Importance to the course or pattern of our cultural or natural history (historical significance).</p>
	<p><b>CRITERION B</b> Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).</p>
	<p><b>CRITERION C</b> Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).</p>
✓	<p><b>CRITERION D</b> Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).</p>
✓	<p><b>CRITERION E</b> Importance of exhibiting particular aesthetic characteristics (aesthetic significance).</p>
	<p><b>CRITERION F</b> Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)</p>
	<p><b>CRITERION G</b> Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).</p>
✓	<p><b>CRITERION H</b> Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).</p>

**RECOMMENDATIONS**

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as an Individual Heritage Place.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Melbourne Planning Scheme:

**MELBOURNE PLANNING SCHEME**

EXTERNAL PAINT CONTROLS	No
INTERNAL ALTERATION CONTROLS	No
TREE CONTROLS	No
OUTBUILDINGS OR FENCES (Which are not exempt under Clause 43.01-3)	No
TO BE INCLUDED ON THE VICTORIAN HERITAGE REGISTER	No
PROHIBITED USES MAY BE PERMITTED	No
ABORIGINAL HERITAGE PLACE	No

**OTHER**

N/A

## REFERENCES

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- Tibbits, George, 2012 'Crouch & Wilson' in Goad, Philip and Willis, Julie (eds.), *The Encyclopedia of Australian Architecture*, Cambridge University Press, Cambridge.

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**PREVIOUS STUDIES**

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**Central Activities District  
Conservation Study 1985**

D

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**Central City Heritage  
Study 1993**

C

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**Review of Heritage  
overlay listings in the  
CBD 2002**

Ungraded

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**Central City Heritage  
Review 2011**

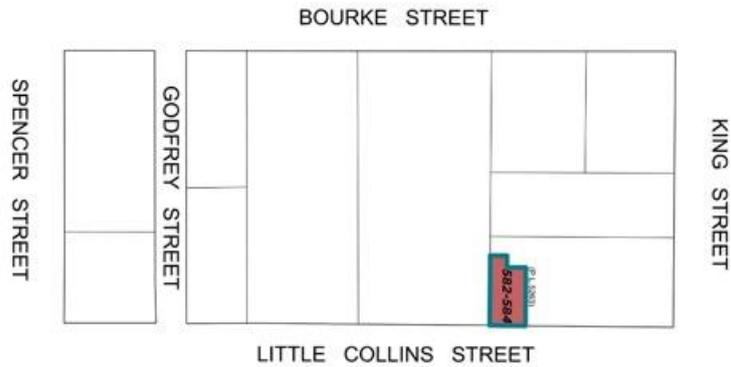
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Ungraded

**STATEMENT OF SIGNIFICANCE**

**Heritage Place:** Commercial building

**PS ref no:** Interim HO1279



**What is significant?**

582-584 Little Collins Street, Melbourne, built in 1873 for William Welshman and designed by architects Crouch and Wilson.

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

- The building’s original external form, materials and detailing;
- The building’s high level of integrity to its original design;
- Parapet with simple arched pediment;
- Major bracketed cornice and minor cornices;
- Original size and pattern of fenestrations;
- Decorative rosettes;
- Ground level rusticated façade over rock-faced bluestone base; and
- Deep architrave with plaster plaque to recessed porch entry.

Later changes including the insertion of a large glazed timber panel into the window opening at street level and the new flooring to the entry are not significant.

**How it is significant?**

582-584 Little Collins Street, Melbourne is of local historic, representative, aesthetic and associative significance to the City of Melbourne.

**Why it is significant?**

582-584 Little Collins Street historically significant for its representation of mercantile development in the mid-Victorian period when Melbourne was rapidly expanding. Dating from the early 1870s, the building

is a relatively early example of a commercial office of which not a great many remain from this period. (Criterion A)

The building at 582-584 Collins St is a fine example of a classical revival building from the mid-Victorian period. The recessed entry is unusual and the composition of the façade is a scholarly example of Victorian-era classical architectural traditions. (Criterion D)

The building at 582-584 Collins St is of aesthetic significance for the high quality of its Victorian architecture. The quality of detailing to the façade is notable for a building from the early 1870s, with this level of detailing more common in the later Victorian period. Details include a rusticated base at street level, a parapet wall with a heavy bracketed cornice and central pediment, a squared entry porch to one side of the building and a set of three rounded arched windows across the upper façade. (Criterion E)

The building at 582-584 Little Collins Street is significant for its association with businessman, Colonial Magistrate and St Kilda councillor William Welshman who commissioned prominent architects Crouch and Wilson to design both it and the Union Bond Melbourne Storage Company stores in King Street and Little Collins Street. (Criterion H)

#### **Primary source**

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

