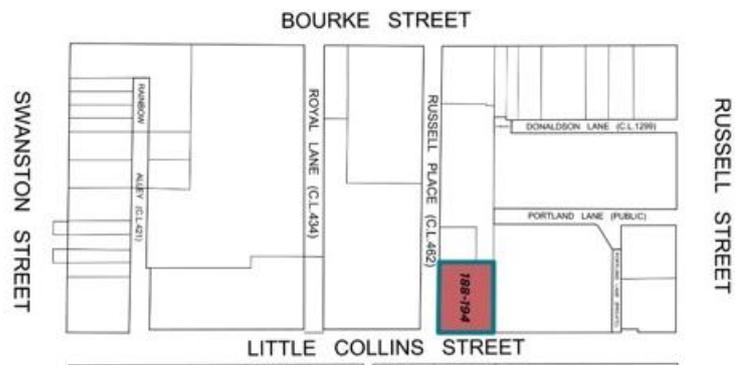


## STATEMENT OF SIGNIFICANCE

**Heritage Place:** Former Godfrey's Building

**PS ref no:** HO1255



### What is significant?

188-194 Little Collins Street, Shocko House, formerly known as Godfreys Buildings, built in 1901 and designed by architects Anketell Henderson.

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

- The building's original external form, materials and detailing (three lower levels);
- The building's high level of integrity to its original design (three lower levels only);
- Loadbearing face brickwork;
- Bold rendered details on face brickwork including rendered string course;
- Vertical brick piers terminating in round arches;
- Pattern and size of original fenestration including the curved edges (Russell Place);
- Double-hung sash windows with highlights (Little Collins Street);
- Metal-framed multipaned windows with exposed stone lintels (Russell Place); and
- Original ground-level shopfront frames and recessed doorways (Little Collins Street)
- The fourth floor built in 1927 in a complementary style is contributory to the significance of the place. The fifth floor built in c1998 is not significant.

Later alterations made to the street level facades are not significant.

### How it is significant?

188-194 Little Collins Street is of local historic, representative and aesthetic significance to the City of Melbourne.

## **Why it is significant?**

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The building at 188-194 Little Collins Street, constructed in 1901, is historically significant for its association with the development of the retail sector at that time, and the growth in manufacturing in the City of Melbourne in the 1920s. After its sale in 1927 and the addition of a fourth storey, the building was used by a number of garment manufacturers until the 1940s. (Criterion A)

Purchased by Melbourne City Council in 1959, 188-194 Little Collins Street is historically significant as a substantial remnant of the 1950s infrastructure established by the council as part of the expanding electricity network, particularly after the Russell Place substation was rebuilt underground in 1949. Part of the substation, 188-194 Little Collins Street accommodated the departmental activities of Council's electric supply committee. This association is today reflected in the commonly used name for the building, Shocko House. (Criterion A)

188-194 Little Collins Street is a fine example of an Edwardian commercial warehouse and office building. In its original three storeys it demonstrates the scale of building once appropriate for smaller streets that had limitations in height imposed as a result of fire regulations. Its free classical style is part of the rich architectural expression of the late nineteenth and early twentieth century.

Architecturally it is significant as work by prominent architect Anketell Henderson. (Criterion D)

Shocko House is aesthetically significant for its well modelled free-classical façade which uses contrasting materials of render and face red brick for its original three levels. It provides a strong urban edge to Russell Place as well as Little Collins Street. Aesthetic significance is derived from its scale and form, materials and highly articulated façade. At each level an ordering pattern of the three bays is accentuated through bold render details on face brick finish, and the vertical brick piers, which terminate at the top with arches. (Criterion E)

## **Primary source**

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