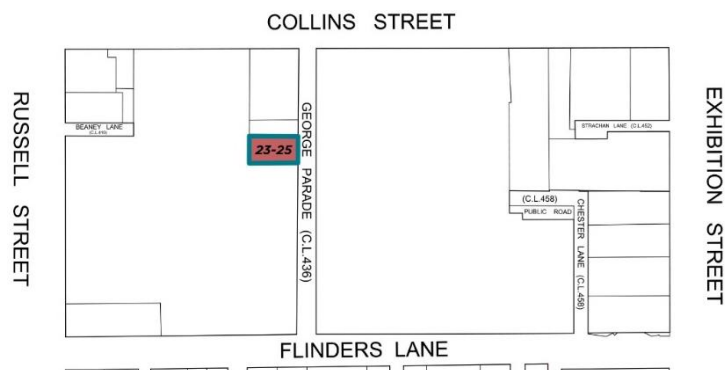


STATEMENT OF SIGNIFICANCE

Heritage Place: Former Melbourne City Council Substation



PS ref no: HO1248



What is significant?

The electrical substation at 23-25 George Parade Melbourne, built in 1928 for the Melbourne City Council Electricity Supply Department.

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

- The building's original external form;
- The building's external materials and façade detail from the 1930s substation conversion;
- The building's high level of integrity to its 1930s design;
- The building's moderne and art deco design features including the stepped parapet, decorative brickwork to the façade, central vertical stepped fin rising above the parapet, curvilinear concrete cantilevered eave;
- Recessed rectangular steel framed windows with small paned upper sashes and louvred lower sashes, soldier brick lintels and curved brick sills; and
- Recessed doorways: one, a wide metal roller door and the other a narrower six-pane windowed metal door.

Later alterations are not significant.

How it is significant?

23-25 George Parade is of local historic and representative significance to the City of Melbourne.

Why it is significant?

23-25 George Parade is historically significant for its association with the development of services provided to Melbourne's evolving private transport system. Constructed in 1887, the building operated as a shoeing forge to service horse transport from that year until 1920; in 1921 and 1923 the premises were altered to accommodate a garage and petrol station, which operated from the building until 1931.

The electrical substation at 23-25 George Parade is also historically significant for its association with the development of Melbourne's electricity supply network established in 1894. In this year, the Melbourne City Council was the first metropolitan council to establish its own electricity supply and distribution network, which in turn facilitated the residential, commercial and industrial expansion of the city. The former substation is of historic significance as a substantial remnant of the 1930s infrastructure built by the Melbourne City Council as part of Melbourne's expanding electricity network. (Criterion A)

23-25 George Parade is one of several interwar substations, including 28 Crossley Street, 21 Market Lane and 12-14 Guildford Lane. These buildings share an industrial aesthetic that contributes to the richness of building form and small scale within the Hoddle Grid, sharing this scale with 27 George Parade. 23-25 George Parade is distinguished by its art deco aesthetic as a result of its later date of construction compared with the above examples. Its attributes include red brick walls and stucco mouldings above the door openings, a carefully composed pattern of openings across the façade, a decorative stepped parapet with a dark brick motif in moulded brickwork. The substation is enhanced by a high level of integrity and is legible as a modest industrial building in a laneway landscape. (Criterion D)

Primary source

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