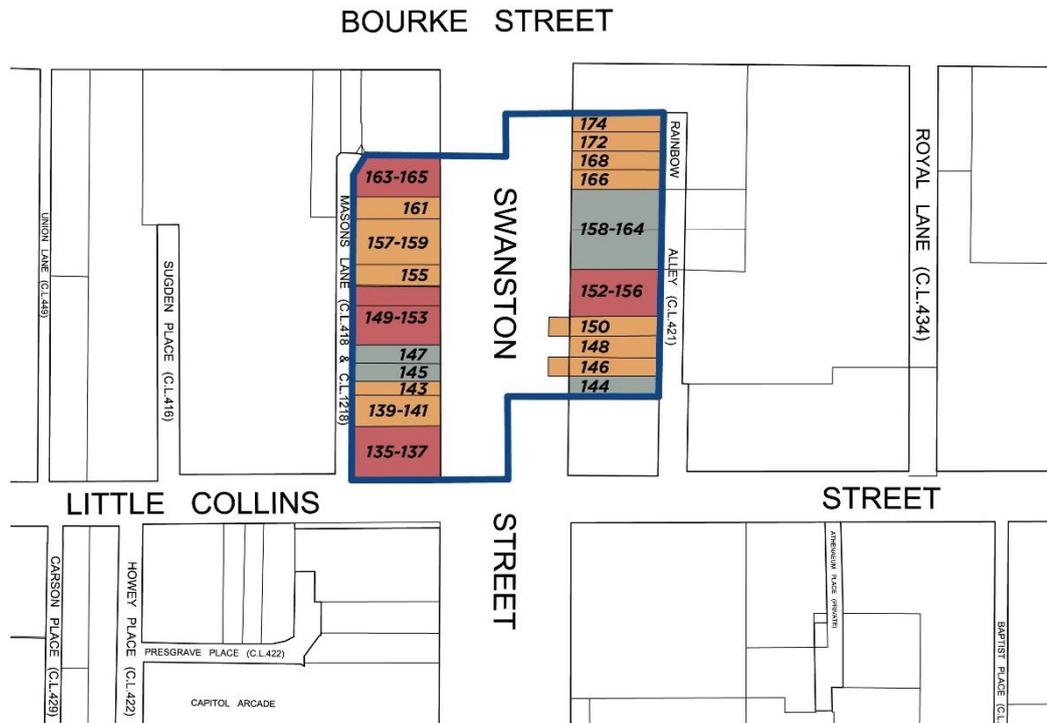


<b>PRECINCT NAME</b>	Swanston Street South Precinct
<b>STREET ADDRESS</b>	135-165 Swanston Street, 144-174 Swanston Street
<b>PROPERTY ID</b>	Refer schedule



- HERITAGE PRECINCT BOUNDARY
- SIGNIFICANT
- CONTRIBUTORY
- NON CONTRIBUTORY



SURVEY DATE January 2018		SURVEY BY: Context	
<b>HERITAGE INVENTORY</b>	Refer to schedule	<b>EXISTING HERITAGE OVERLAY</b>	HO1079 (135-137 Swanston Street) HO1080 (163-165 Swanston Street)
<b>PLACE TYPE</b>	Heritage Precinct	<b>MAJOR CONSTRUCTION PHASE</b>	1870-1890, 1900-1919, 1920-1940
<b>PERIOD OF DEVELOPMENT</b>	Victorian Edwardian Interwar	<b>ASSOCIATION WITH BUILDER OR ARCHITECT</b>	Reed Smart & Tappin Marcus Barlow Nahum Barnet A & K Henderson

## THEMES

ABORIGINAL THEMES	SUB-THEMES
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.
HISTORIC THEMES	DOMINANT SUB-THEMES
5 Building a Commercial City	5.4 Developing a retail centre

## LAND USE

HISTORIC LAND USE	
<b>Archaeological block no:</b> 37, 38	<b>Inventory no:</b> see below
<b>Character of Occupation:</b> Commercial, residential	
135-137 Swanston Street	H7822-1613
139-141 Swanston Street	H7822-1614
143 Swanston Street	H7822-1615
149 Swanston Street	H7822-1618
157-159 Swanston Street	H7822-1620
163-165 Swanston Street	H7822-1622
172 Swanston Street	H7822-1647
11 Rainbow Alley	H7822-1640

## THEMATIC MAPPING AND LAND USE

1890s	Commercial
1920s	Commercial
1960s	Commercial

## RECOMMENDATIONS

Recommended for inclusion in the Schedule to the Heritage Overlay of the Melbourne Planning Scheme as a Heritage Precinct.

**Extent of overlay:** Refer to map

## SUMMARY

The Swanston Street South Precinct is within the retail core area of the Hoddle Grid. It comprises commercial buildings to Swanston Street with rear aspects to Mason Lane and Rainbow Alley. The precinct is distinguished by its almost continuous run of buildings from the nineteenth and early twentieth century on the west side and its two rows of Victorian-era buildings on the east side. It demonstrates the predominant land use of small retail premises.

## HISTORY

### Historical context

This Hoddle Grid precinct occupies part of the traditional land of the Kulin Nations. Whilst this study has not mapped any particular Aboriginal sites within the area of the Swanston Street Precinct, this does not mean that none exist and future archaeological investigation may reveal evidence of pre-colonial Aboriginal occupation.

Distinctive land use precincts had emerged within the city centre by the early 1840s, and within this pattern Miles Lewis has noted that precincts:

*remained little changed into the 20th century and...survives today – mercantile and warehousing activity near the Pool [of the Yarra River] and the wharves, banking in central Collins Street, the retailing heart between Swanston and Elizabeth Streets, the medical precinct in the vicinity of Dr...Howitt's house in Collins Street East, and so on (Lewis 1994:22).*

As Melbourne's population increased, retail activity moved east to the central zone, close to both supplies provided at the port and to demand from residential areas to the north and east. The central area provided an even grade, particularly suitable for high volumes of pedestrians (MPS:86).

By the early 1840s, Elizabeth and Swanston streets, from the Town Hall in the east and the General Post Office to the west, had become the focus of retail activity, influenced also by the location of the Western Market in the west of the city. The Eastern Market opened in 1847 as a fruit and vegetable market on the corner of Stephen Street (later Exhibition Street) and Bourke Street and drew retail further east. . Arcades were a feature of the city centre, particularly from the 1870s when pressure on land led to the intensive development of the commercial centre (MPS:86).

The Post Office, originally established on its site in 1841, was completely rebuilt from 1859 to reflect the growing wealth and status of the city, and progressively enlarged up to 1907. As the principle provider for communication in the nineteenth and much of the twentieth centuries, it played a significant role in the development of Melbourne's commercial and mercantile life, as well as providing an important social focus for the town

With the economic boom of the 1880s, the 1880s–1890s was a decade of significant expansion in Melbourne. Investment funds poured in from Britain, imposing buildings were constructed and speculation reached fever pitch in land, houses, offices and shops (Marsden 2000:28). As Graeme Davison states, commercial Melbourne extravagantly asserted 'her wealth in stucco and stone' (cited in Marsden 2000:28).

Suburban retailing increased towards the end of the 1880s as greater Melbourne's population approached 280,000 and tramlines transported shoppers to suburban shops, and conversely, from the suburbs to the city (Young and Spearritt 2008).

Development slowed during the economic depression of the 1890s, only recovering with the revival of immigration in the first decades of the twentieth century. Although affected by World War One in the period 1914-1918, by the end of the 1920s, Melbourne's population had reached one million people. In the first decades of the twentieth century, the last residents moved out of the city to the new suburbs, with the service and financial sectors rapidly taking up city properties (Marsden 2000:29-30).

Development in the city slowed with the widespread economic depression of the late 1920s and 1930s. Because of a lack of finance over this period, instead of new construction, some city buildings were substantially remodelled to create new commercial spaces.

Miles Lewis writes that after World War Two (1939-1945) modernism became a permanent part of Australian architecture, with only a small number of buildings built in traditional historic styles. Although few buildings were constructed in the city in the 1940s, almost all those that were built adopted modernism as the preferred aesthetic (Lewis 2012:185).

These aforementioned phases of historical development can be traced in the landscape of central Melbourne's retail and office precinct today:

*Architectural style and innovation in design, materials and building engineering, were hallmarks of many of the buildings erected in this precinct over several decades. As the centre for the major retailers and head offices of many companies, the buildings were expected to demonstrate the commercial pre-eminence of their owners. The diversity of styles including the Boom period, classical revivals, art nouveau, commercial gothic, modern, art deco and the Chicago Styles, display individual brilliance within a highly structured streetscape approach.*

*A prominent component of the physical form of the precinct is the density of lanes and arcades providing intimate and protected shopping venues. These set Melbourne's retail centre apart from other Australian capital cities. The shape of Melbourne's grid resulted in subdivision into long thin parcels oriented north-south. The logical mechanism for an increase in commercial 'frontage' was the creation of north-south access-ways...*

*Distinctive, low scale streetscapes have developed in each of the streets of the retail core - Bourke, Collins, Little Collins, Elizabeth and Swanston Streets. Tightly connected and abutting the adjoining Flinders Lane and Flinders Street precinct, this central region of Melbourne is the most extensive collection of pre-Second World War building stock in the city grid (MPS:86, 88).*

### **Precinct history**

Swanston Street was named after Captain Charles Swanston, founder of Tasmania's Derwent Bank and leader of the Port Phillip Association (RHSV). Swanston also purchased land in Swanston Street in the first Melbourne land sale of 1837.

In 1866, the subject precinct land on the west side of Swanston Street, Crown Allotments 10 and 11, Section 12, was owned by Charles Swanston and Barry Cotter. The portion of the subject precinct on the east side of Swanston Street, located on Crown Allotments 18 and 19, Section 11, was owned by William Bowman in 1866 (*Plan of Melbourne* 1866). The former allotments featured commercial buildings by 1839; and businesses operated from the latter by the 1870s (Fels, Lavelle and Mider 1993).

The buildings that make up the precinct exhibit distinct styles that mark the main phases of development in the city's retail and office development. Some histories of individual buildings are provided below and grouped into phases to illustrate their development.

*Victorian buildings*

Victorian era (1840-1900) buildings exist in two groups in the subject precinct on the east side of Swanston Street at numbers 166-174; and 144-150. The two- and three-storey brick buildings reflect the common practice of the era whereby commercial premises were constructed to house retail outlets at ground level with residences and workspaces for the business-owners provided on floors above.

Three-storey buildings at 168 and 172 and 174 Swanston Street were constructed by 1888, the height of the economic boom, and in that year housed, respectively, Feltham's oyster saloon, tobacconist M Bentwitch, and tailor L Levinson. In 1888, only a two-storey building at 166 Swanston Street existed therefore both premises at 166 and 168 Swanston Street were constructed after this year (Mahlstedt Map no 8, 1888).

The more modest two-storey buildings at 144-150 Swanston Street were constructed by 1877, and in that year housed, respectively Ward's cutlers, Rosier Bros bootery, Smeaton's fruit shop, and Heard's oyster saloon (Fels, Lavelle and Mider 1993, Inventory nos.639-642).

*Edwardian buildings*

Two individually significant places within the precinct include 135-137 Swanston Street (HO1079) built in 1919 for the Reinforced Concrete and Monier Pipe Company and Cann's Pty Ltd, millinery and drapery company. The top four floors were added in 1935 by architect Marcus Barlow. 163-165 Swanston Street (HO1080) was designed in 1922 by Nahum Barnet for the Ezywalkin footwear company.

Edwardian era (1900-1915) buildings exist at 149-153 and 161 Swanston Street. These buildings reflect the growth of the retail and service sectors in the city centre as public transport networks were established and residents moved to newly created suburbs nearby and commuted back to the city for employment.

A three-storey shop was first constructed at today's 149-153 Swanston Street in 1876 for owners Sanders and Levy by builder Harry Lockington (MCC registration no 7005, as cited in AAI, record no 77701). In 1900, the shop was demolished and three shops with studios, designed by architects Reed, Smart and Tappin were built for owners Sanders and Levy by McConnell and McIntosh (Age 18 September 1900:2; MCC registration no 8058, as cited in AAI, record no 77740). A 1910 fire survey plan shows three three-storey shops in existence, which, by 1925, were occupied by a variety of businesses, including a chemist, an auctioneer, the Children's Welfare Association, a dentist, photographer, dance teacher, dressmaker and milliner (Mahlstedt Map no 11, 1910; S&Mc 1925).

*Interwar buildings*

Interwar (1916-1939) buildings exist at 139-141, 152-156, 155, 157-159 and 163-165 Swanston Street. The buildings were designed, some by architects, to combine retail businesses at ground level with floors for offices and workshops above, reflecting the continued demand for office and work space in the city centre by the growing service sector.

Some of the commercial premises in the subject precinct are substantial buildings constructed during the economic boom of the 1920s. A three-storey building, for instance, was constructed at 139-141

Swanston Street for hosiery manufacturer, J L Faul, in 1924 at a cost of £7000, and was named Faul's Building (Figure 1) (CoMMaps). Faul advertised space for lease in the building in the same year (*Argus* 6 December 1924:19).

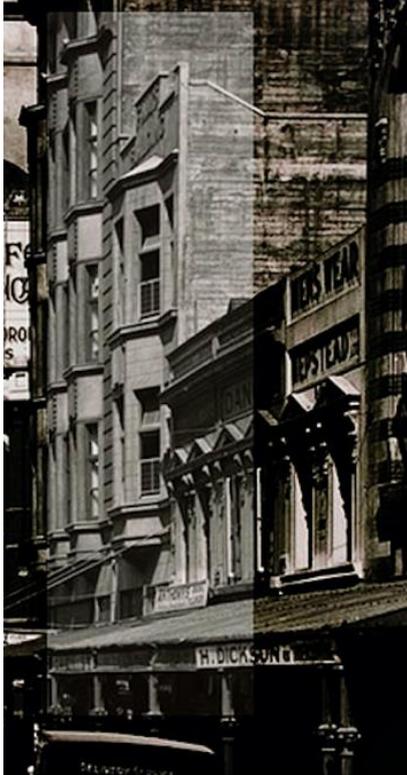


Figure 1. The three-storey Faul's Building at 139-141 Swanston Street is shown second from the left. Date unknown. (Source: Melbourne Heritage Action 2015)

Two brick buildings of three storeys at today's 152-156 Swanston Street were in existence in 1888 and housed shirtmakers A A Benjamin and tobacconist J Josephs (Mahlstedt Map no 8, 1888). In 1917, the buildings were purchased by butchers T K Bennett and Woolcock Pty Ltd, who occupied the buildings, addressed as 154-156 Swanston Street, until 1938 (*Herald* 25 October 1917:10). In 1938, the buildings were purchased by the Bank of Australasia for £60,000. As part of a complete remodelling, a newspaper report of the day stated that the bank planned to add an extra storey and mansard roof, covered in copper. A banking chamber and shop were to be located on the ground floor, with upper floors leased for offices and professional chambers. In addition, the report continued, the 'whole of the present architecture will be removed from the façade, and the new work will be carried out in brick, with a stucco finish'. The architects for the project were A and K Henderson and partners of Bank Place, Melbourne (*Argus* 5 February 1938:2). The Bank of Australasia branch at 152-156 Swanston Street opened in August 1938 (*Argus* 5 August 1938:5). The adjacent building (now demolished) was occupied by the Public Benefit Bootery (Figure 2).



Figure 2. 152-156 Swanston Street, date unknown. (Source: Melbourne Heritage Action 2015)

### *Architects*

The architects of some of the buildings within the Swanston Street South Precinct include some notable practices who maintained an involvement in the central city over a long period of time.

#### *Reed Smart & Tappin, architects*

The practice was established by Joseph Reed upon his arrival to Victoria in July 1853. In 1883, W B Tappin joined the firm with Reed dying shortly after the announcement, followed by Tappin in 1905 (UMA 2012). Reed Smart and Tappin (1890-1907) (*149-153 Swanston Street*) were also briefly Smart Tappin and Peebles (*Leviathan Buildings, 271 Bourke Street*) before becoming Bates Smart McCutcheon, surviving today as Bates Smart, with the distinction of being the oldest continually operating architectural firm in Australia.

#### *A & K Henderson, architects*

A & K Henderson (1906-1942) were a father and son practice with A M Henderson senior having worked with Reed and Barnes (1869-1872) and forming Henderson and Smart 1879-1906). With his son K A Henderson the firm became A & K Henderson (1906-1942) (*152-156 Swanston Street*) and continued a strong commercial clientele throughout the interwar period. Alcaston House at the corner of Spring and Collins Streets is an example of their retrained classical design. The partnership was extended in 1920 to include Rodney Alsop and Marcus Martin and it was as A & K Henderson, Alsop and Martin that they secured a major commercial client in Temperance & General Life Assurance. After Henderson Snr's death in 1922 the firm completed many commercial buildings under Kingsley Henderson's direction, working across styles such as the Renaissance Revival and modern (Willis in Goad & Willis, 2012:322-3).

*Nahum Barnet, architects*

Nahum Barnet (1855-1931) (*135-137 and 163-165 Swanston Street*) was born into a Melbourne Jewish family and did his articles with Terry & Oakden (1876-1879), setting up practice on his own, eventually to become one of Melbourne's most prominent architects. He was responsible for many buildings in the central city including Her Majesty's Theatre, Exhibition Street and the Austral Building in Collins Street. He is distinguished by his particularly bold compositions across a variety of Edwardian and interwar styles. Barnet had an interest in developing an appropriate style for Australia which he promoted in the press and by incorporating Australian flora and fauna into his decorative schemes. He was competent working in many of the prevailing styles of the period including Gothic Revival, Romanesque, Art Nouveau. Much of his work was undertaken for members of the Jewish community including a significant number of factories, warehouses and commercial buildings (Willis in Goad & Willis, 2012:70).

*Marcus Barlow, architects*

Marcus Barlow (1890-1954) (*upper floors of 135-137 Swanston Street*) was a strong advocate of skyscrapers and American urbanism, as well as embracing the motor car and the typology of car-parking stations. His major contribution to the city is the Manchester Unity building on the corner of Collins and Swanston Streets. As one of the most prolific and accomplished architects of the interwar period he campaigned to overturn Melbourne's 132 feet (40 metre) height limit on buildings, which later occurred in 1958, several years after his death. His early partnership with John Grainger (1914-1917) and Harry Little (1917-1922) was followed by a partnership with F G B Hawkins (1924-1927). Barlow is credited with reshaping Melbourne's interwar central business district (Schrader in Goad & Willis, 2012:67)

**PRECINCT DESCRIPTION**

The Swanston Street South Precinct extends between Little Collins and Bourke Street on both east and west sides of the street, bounded by Masons Lane to the west and Rainbow Alley to the east. The precinct is characterised by predominantly three-storey buildings with ground floor retail and upper floor residences or offices. Cantilevered verandahs are continuous along the street but are not consistent in height or design. The Swanston Street South Precinct is low-rise and comprises a series of small buildings that are part of the pre-World War Two city.

Swanston Street has an avenue of London plane trees (*Platanus acerifolia*) now reaching semi-maturity and these are a dominant feature of the streetscape (Figure 3). The footpaths have been widened and paved with bluestone and the street has been modified for tram stops. At ground level the shopfront windows have been modernised and advertising signage abounds.

*Swanston Street west side*

The west side is predominantly interwar comprising a consistent row of three-storey buildings with some particularly fine examples of Edwardian architecture at nos.149-153 and 161. The west side of the precinct is bookmarked at each end by two landmark buildings, the eight storey 135-137 Swanston Street (HO1079) and the seven storey 163-165 Swanston Street (HO1080). Both buildings were designed in a neo-baroque style by Nahum Barnet, with architect Marcus Barlow being

responsible for the upper four floors of 135-137 Swanston Street (Figure 3). Adjacent but just outside the precinct is the five storey Leviathan buildings (HO541, HO509) that form the corner to Bourke Street built in 1912-1913 to a design by architects Bates Smart and Peebles.



Figure 3. Swanston Street South Precinct, from corner of Swanston and Little Collins streets. (Source: City of Melbourne 2018)

139-141 Swanston Street is an interwar building of three storeys with a central projecting oriel window, that forms a fine feature of the intact upper floors faced in smooth stucco. (Figures Figure and 6) 143 Swanston Street is a three-storey interwar building of face brick with industrial-type glazing and a relatively austere façade. The two buildings at 145 and 147 Swanston Street are modified interwar two storey shops.

149-153 Swanston Street is an impressive and highly intact Edwardian building of three storeys with original timber framed original windows. It makes a major contribution to the streetscape with its lively façade of large bow-fronted and arch-headed windows, intricate stucco decoration and banding combined with face brick (now painted) (Figure 8).

155 and 157-159 Swanston Street are three interwar shops of three storeys with classical stucco detail to the facades.

161 Swanston Street, an Edwardian three-storey building with intact upper floor and arched window on the top floor, with intricate stucco decoration. The ground floor has a shopfront with curved windows and pressed metal spandrel above the entrance. Whilst the glass and framing has been replaced the original entrance layout has been retained (Figure 9).

#### *Swanston Street east side*

The east side is set between the Town Hall plaza that has been landscaped over two levels including a contemporary café structure. The streetscape includes two rows of three-storey mid-Victorian era shops and a four-storey interwar building. The scale of the buildings match those on the west side but are predominantly of an earlier date.

144 Swanston Street is a two storey building built in 1985, adjacent to the open space at the corner of Little Collins Street. Although of contemporary design it matches its neighbours in scale. 146, 148 and 150 Swanston Street are three, two-storey shops with mid Victorian-era facades, stucco mouldings

and Victorian era windows. A chimney is evident, a reminder of the residential use of the upper floors. No.146 has an upper floor balcony built over the verandah and footpath and no.150 has its original windows altered (Figure 4).

The interwar classical building at 152-156 Swanston Street is based on a remodelling of two earlier shops. The façade features a stucco finish with a regular rhythm of vertically oriented windows of carefully modulated proportions reflecting the importance of each floor. First and second floor windows are particularly tall and graduated to the topmost floor where the smaller size indicates the lesser importance of this floor. Each floor has a different type of classical decorative treatment to the windows. There is an overhanging cornice and a balustraded parapet. The pitched roof over the front rooms contains an attic floor with dormer windows (Figure 5).

158-164 Swanston Street. This site has been redeveloped and extends over Rainbow Alley.

166, 168, 172 and 174 Swanston Street are two pairs of three-storey Victorian shops with intact upper floors. Nos.166-168 present a classical revival façade with engaged columns between the arch-headed windows. Nos.172-174 are also intact with typical Victorian stucco detail (Figure 6).

### *Laneways*

Rainbow Alley, named pre-1856 after the former Rainbow Hotel extends north from Little Collins Street on the east side (eMelbourne). It has undergone significant modifications to the buildings either side and the street surface but some buildings remaining from 1890s are still there. The laneway is more intact towards the northern end. Masons Lane on the west side of Swanston Street is a particularly narrow thoroughfare with framed views of buildings to the north and south. The rear elevations of Swanston Street buildings are of three storeys are reasonably intact. The west side of Masons Lane has a remnant of bluestone wall but is otherwise bounded by a building of plain painted brick.



Figure 4. 144-150 Swanston Street constructed by 1877 and showing the contemporary Paul Bram shop adjacent to the row of three remaining Victoria- era buildings. (Source: City of Melbourne 2018)



Figure 5. 152-156 Swanston Street, a four-storey interwar building built for the Bank of Australasia in 1938, remodelled from two three-storey shops by A & K Henderson architects in 1938. (Source: Context 2017)



Figure 6. Row of four Victorian-era shops at 166-174 Swanston Street, constructed by 1888. (Source: Context 2017)



Figure 7. 139-141 Swanston Street, an interwar three storey building of 1924, formerly known as Faul's Building. (Source: Context 2017)



Figure 8. 149-153 Swanston Street, built in 1900 by architects Reed Smart & Tappin on the site of an earlier (1876) shop. (Source: City of Melbourne, 2018)



Figure 9. Shopfront at 161 Swanston Street retaining a recessed front entrance and curved glass with pressed metal panel above. (Source: Context 2017).

## INTEGRITY

The Swanston Street South Precinct provides a snapshot of Victorian, Edwardian and interwar commercial buildings. The west side has a continuous three-storey scale between the two individually significant seven-storey buildings at either end. Individual places also have high integrity to their upper floors, particularly nos. 149-153 and 161. The east side has been altered with the redevelopment at nos. 144 and 158 and alterations to the upper floors of other places. However, the two and three-storey scale is continuous along the street with the exception of the four-storey building at no.152-156. Rainbow Alley has been significantly changed both in surface and through contemporary buildings that extend over the space but is more intact towards its northern end. Masons Lane has a higher integrity. One Edwardian shopfront window remains at no.161 but

otherwise all shop windows are contemporary. All verandahs are of contemporary cantilevered construction.

## COMPARATIVE ANALYSIS

### *Other retail precincts*

The retail core of the Hoddle Grid is the pedestrian focus for the city and includes a high proportion of buildings of low to moderate scale. Characteristics of the retail core include the relatively consistent scale, a complexity of building design adding a richness to the streetscapes and a network of laneways and arcades encouraging pedestrian activity.

Groupings of low-rise retail and other commercial premises are found in the following precincts:

### *Bourke Hill Precinct (HO500)*

Within the city centre the Bourke Hill Precinct is one of the best demonstrations of small-scale, mixed-use buildings, including some particularly early examples, with the period of significance defined as 1837-1914.

### *Little Bourke Street Precinct (HO507)*

Much of the building stock in the Little Bourke Street Precinct is low scale with the principal period of development being 1850s-1920s.

### *309-325 Swanston Street (HO1081)*

A row of seven two storey rendered brick shops of two storeys that are noted as early construction pre-1860. These places are included within a broader precinct for Swanston Street North Precinct assessed as part of the Hoddle Grid Heritage Review.

### *The Block Precinct (HO502)*

The historic character of the precinct as a retail area is characterised by a large number of buildings from the late Victorian and early 20<sup>th</sup> century periods and by the network of arcade shopping. The commercial and retail buildings range largely between the 1900-1940 period.

### *Post Office Precinct (HO509)*

The traditional character of this precinct is as a major retail centre derived from the scale, form and appearance of the buildings constructed before the World War Two, and of the surviving 19<sup>th</sup> century buildings.

### *245-269 Elizabeth Street (HO618)*

The buildings between 245-269 Elizabeth Street comprise a row of retail and commercial premises dating from 1897 to 1915. They have been assessed to be of local significance in the Guildford and Hardware Lane Heritage Study (Lovell Chen, 2017).

Swanston Street South Precinct is a low scaled retail precinct that has survived redevelopment and consolidation of its small sites. Like most other central city precincts, the development era spans a range, with the key feature being that the places represent the period before high rise buildings. Swanston Street South Precinct spans the period from c1870 to the 1930s, a range that is also evident in other precincts. The west side is characterised by predominantly interwar buildings whilst the east side by Victorian ones. This precinct complements others in the retail core and supports the low rise and highly pedestrianised area of the city. Masons Lane and Rainbow Alley still retain their through access and view lines but have undergone substantial changes.

**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 a precinct.

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

## PRECINCT CATEGORY SCHEDULE

CoM Property ID	Number	Street	Grading
109272	135-137	Swanston Street	Significant (HO1079)
109273	139-141	Swanston Street	Contributory
109274	143	Swanston Street	Contributory
109414	144	Swanston Street	Non-contributory
109275	145	Swanston Street	Non-contributory
109413	146	Swanston Street	Contributory
109276	147	Swanston Street	Non-contributory
109412	148	Swanston Street	Contributory
109277	149-153	Swanston Street	Significant (HO1294)
109411	150	Swanston Street	Contributory
109410	152-156	Swanston Street	Significant (HO1295)
109278	155	Swanston Street	Contributory
109279	157-159	Swanston Street	Contributory
109409	158-164	Swanston Street	Non-contributory
109280	161	Swanston Street	Contributory
109281	163-165	Swanston Street	Significant (HO1080)
109408	166	Swanston Street	Contributory
109407	168	Swanston Street	Contributory
109406	172	Swanston Street	Contributory
109405	174	Swanston Street	Contributory

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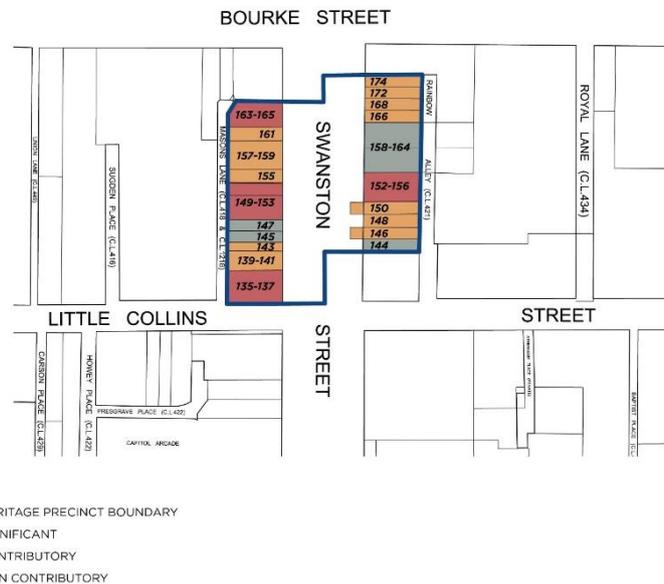
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**STATEMENT OF SIGNIFICANCE**

**Heritage Place:** Swanston Street South Precinct

**PS ref no:** Interim HO1289



**What is significant?**

The Swanston Street South precinct comprising commercial buildings including 135-165 Swanston Street, 144-174 Swanston Street, Melbourne, is significant. This section of Swanston Street is distinguished by its almost continuous run of buildings from the nineteenth and early twentieth century on the west side, including two individually significant seven-storey landmark places; and its two rows of Victorian-era buildings on the east side.

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

- The small scale commercial buildings constructed from c1888 to c1938, as shown on the precinct map;
- The pattern of development in the precinct which comprises a mixed streetscape of Victorian, Federation and interwar commercial buildings, and the key features and original detailing characteristic of their respective styles;
- The overall consistency of built form (predominately two- to three-storey scale), materials and detailing (masonry construction, stucco detailing), and siting (narrow allotments, predominately low-rise streetscape bookmarked at each end by two landmark buildings on the west side);
- The Edwardian shopfront at 161 Swanston Street; and
- The laneway rear aspects of the buildings to Mason Lane and Rainey Alley.

The buildings at 139-141, 143, 155, 157-159, 161 and 146, 148, 150, 166, 168, 172, 174 Swanston Street are contributory.

The buildings at 135-137, 149-153, 163-165 and 152-156 Swanston Street are significant.

Non-original alterations and additions to the contributory buildings, including cantilevered verandahs, are not significant.

The buildings at 144, 145, 147 and 158-164 Swanston Street are non-contributory to the precinct.

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**How it is significant?**

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The Swanston Street South Precinct is of local historic, representative and aesthetic significance.

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**Why it is significant?**

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The Swanston Street South Precinct is within the retail area of the central city. It demonstrates the predominant land use of retailing that was established quite early in the development of the central city between Swanston and Elizabeth Streets.

Historically the Swanston Street South Precinct demonstrates the small allotment size that was created by the subdivision patterns of the 1870s and 1880s and that established the urban density of the Hoddle Grid until the 1950s. The Swanston Street South Precinct is significant for its demonstration of retailing from the 1870s to the 1930s. Varied retail uses existed within the precinct including a strong emphasis on clothing and footwear (Ezywalkin, 163 Swanston Street, Faul's hosiery at no.139-141, millinery and drapery at no.135-137). These uses are evident in the individual buildings, the streetscape, in Masons Lane and in documentary evidence in plans and photographs. (Criterion A)

The Swanston Street South Precinct is significant for its demonstration of two distinctive urban morphologies, that of the one to three-storey building and that of the six to eight-storey building that formed the next phase once building heights were lifted to allow a maximum height of 40 metres.

The particular characteristics of the low scale buildings include masonry walls generally faced with stucco at the front, a regular pattern of small windows, parapets that disguise the roof form and a variety of classically derived façade details. 135-137 and 163-165 Swanston Street (Nahum Barnet, 1919 and 1922) are notable examples of this second type. The two-three storey buildings that form the remainder of the precinct illustrate the earlier representation of the city.

Within the precinct are fine examples of Edwardian architecture at 149-153 Swanston Street (1900, Reed Smart and Tappin) and 161 Swanston Street (c.1900, no designer identified). Other places within the precinct are representative examples from each of the Victorian (1850-1900), Edwardian (1900-1919) and interwar (1919-1935) periods. Together these elements comprise a distinctive low scaled and fine-grained group within the retail heart of the city, bookended by notable taller buildings. (Criterion D)

The Swanston Street South Precinct is aesthetically significant for the upper floors of the buildings that demonstrate the different periods and styles in which they were built. Whilst the street level has generally been modified, the upper floors have retained architectural characteristics of the period including parapets, original window openings, moulded stucco decoration to the masonry walls and stylistic detail and elements common to each period. The precinct is characterised by some individual buildings that express exceptionally fine façades with floors of bow-fronted windows and large arch-headed windows that enliven the streetscape. These include nos. 135-137, 139-141, 149-153, 161 and 163-165 Swanston Street. Nos 149 and 161 are notable for their upper floor windows, and for no.161

the curved shopfront is unusual. The interwar classical revival style is notable at 152-156 Swanston Street.

Nos.155 and 157-159 Swanston exhibit fairly austere classical revival façades. The Victorian period is well represented on the east side of Swanston Street with the typical Victorian stucco facades of nos.146-150 and 166-174 Swanston Street and their rhythmic pattern of arch-headed windows with mouldings. The recessed entry with curved glass ground floor shopfront is an important element of no.161.

The views provided along Masons Lane are also aesthetically significant, framing views of tall buildings to the north and south. The rear elevations of the buildings abutting the laneways especially nos.143-165 Swanston Street are aesthetically significant for their scale, form and brick and stucco walls with a pattern of window and loading bay openings. (Criterion E)

Key attributes of the precinct include:

Victorian-era buildings:

- 146, 148 and 150 Swanston Street, two-storey Victorian shops built by 1877
- 166, 168, 172 and 174 Swanston Street, three-storey Victorian shops built by 1888

Edwardian era buildings:

- 135-137 Swanston Street, 1919 seven-storey building by Nahum Barnet and Marcus Barlow
- 143 Swanston Street, built by c1910 as two-storey and extended in the postwar period
- 149-153 Swanston Street, three-storey shops and studios by Reed Smart and Tappin, 1900
- 161 Swanston Street including the shopfront, c1900, no designer identified
- 163-165 Swanston Street, 1922 seven-storey building Nahum Barnet

Interwar era buildings:

- 139-141 Swanston Street, 1924, no designer identified
- 155 and 157-159 Swanston Street, c1920s, no designer identified
- 152-156 Swanston Street, 1938, A & K Henderson remodelling

The laneway rear aspects of the buildings, particularly those on Masons Lane and the northern part of Rainbow Alley.

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### **Primary source**

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

