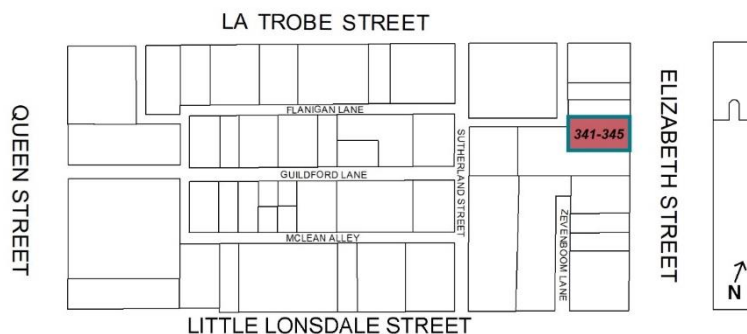


STATEMENT OF SIGNIFICANCE

Heritage Place: Former Cassells Tailors Pty Ltd

PS ref no: HO1329



What is significant?

341-345 Elizabeth Street, Melbourne, a three-storey warehouse built in 1923.

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

- The building's original building form and scale;
- The original pattern of fenestration and decorative elements including decorative pilaster capitals;
- The external wall surfaces of painted cement render; and
- The original multi-pane steel framed windows to the upper floors.

Later alterations made to the street level facade, including the shop fronts and awning, are not significant.

How it is significant?

341-345 Elizabeth Street, Melbourne, is of local historical and representative significance to the City of Melbourne.

Why it is significant?

The building at 341-345 Elizabeth Street, Melbourne, constructed in 1923 for Cassells Tailors Pty Ltd, is historically significant for the evidence it provides of the 1920s boom period in manufacturing. At this time, industrial workshops and small factories increasingly took over the northwest area of the city as manufacturing led Melbourne's recovery from the economic depression of the late 1920s-early 1930s. (Criterion A)

341-345 Elizabeth Street is architecturally significant as a modestly scaled, but highly intact early example of the interwar Chicagoesque style that characterised the early phase of this new wave of

development. The use of reinforced concrete structural frames allowed these buildings to be constructed with larger windows and more open floor areas, than earlier load bearing building systems, and provided flexibility for external articulation and decoration. The building exhibits many of the main characteristics of the style, such as a strong vertical emphasis resulting from projecting pilasters, topped with simple capitals and stylised garland detailing, terminating in a parapet and substantial dentilled cornice. As an early, finely detailed example of the Chicagoesque style, the building demonstrates some detailing derived from classical motifs. (Criterion D)

Primary source

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