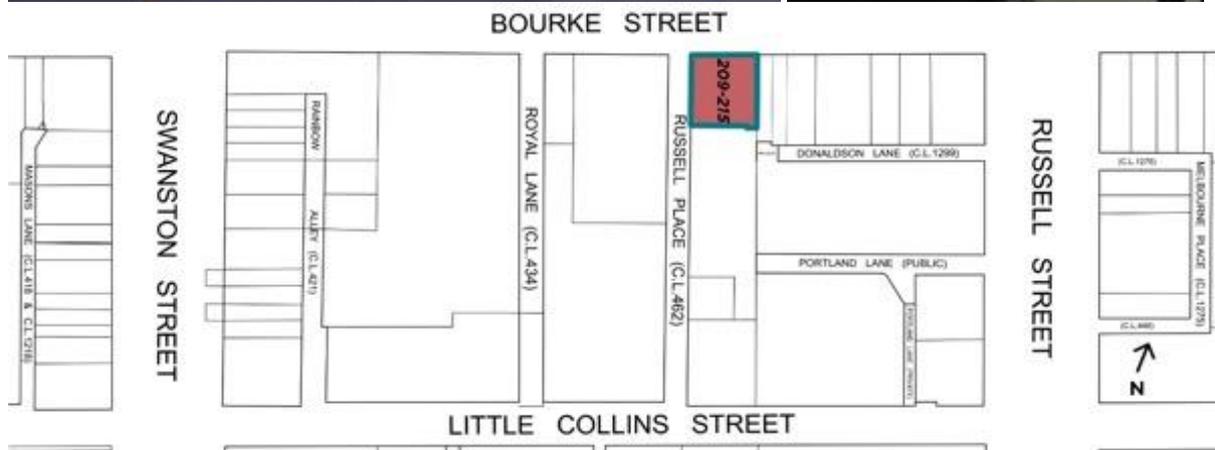


SITE NAME	Shop and residences
STREET ADDRESS	209-215 Bourke Street Melbourne
PROPERTY ID	101133



SURVEY DATE: October 2017		SURVEY BY: Context	
HERITAGE INVENTORY	H7822-1629	EXISTING HERITAGE OVERLAY	No
PLACE TYPE	Individual Heritage Place	PROPOSED CATEGORY	Significant
DESIGNER / ARCHITECT / ARTIST:	Not known	FORMER GRADE	C
DEVELOPMENT PERIOD:	Victorian Period (1851-1901) Victorian Period (1851-1901)	BUILDER:	James Moore
		DATE OF CREATION / MAJOR CONSTRUCTION:	1876

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
	OTHER SUB-THEMES
3 Shaping the urban landscape	3.2 Expressing an architectural style

LAND USE

HISTORIC LAND USE	
Archaeological block no: 38	Inventory no: 629
Character of Occupation: Commercial	
Third land sale 1838, Allotment purchased by Thomas Walker.	
1855 Kearney	
1866 Cox	Building on site
1877 Dove	Four three-storey buildings; Luncheon rooms, Tobacconist, Jeweller.
1880 Panorama	
1888 Mahlstedt	Four three-storey buildings; Bookshop, Jeweller, Tailor.
THEMATIC MAPPING AND LAND USE	
1890s	Retail, Residential
1920s	Retail
1960s	Retail

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 three-storey, late Victorian building is comprised of four shops with residences above. The upper façade presents a unified arrangement and exhibits the classical styling typical of the period.

HISTORICAL CONTEXT

Building a Commercial City

Developing a retail centre

Even before the early 1850s, Melbourne had established the foundational infrastructure for international trade and commerce, including retail markets, shipping agents, and industry and finance houses - the beginnings of an entrepreneurial global city (Context 2012:2).

Retailing in Melbourne gained official recognition when eight market commissioners were elected in 1841 from a roll of local voters. The commissioners established the Western Market, which became the principal place for selling fresh food, with many goods transported from Melbourne to pastoral settlements. At this time Melbourne's population was 4479, and Australia's was 20,416 (Young and Spearritt 2008). The growth of retailing was accompanied by the construction of warehouses to store goods.

By the early 1840s, Elizabeth and Swanston streets, from the Town Hall in the east to the General Post Office in 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. The department store Buckley and Nunn opened in 1854, establishing Bourke Street as the preferred retail strip.

Retail premises in the nineteenth century and the early twentieth century generally included upper-level accommodation for families involved in the business. Multi-storey shop and dwelling type buildings housing ground-level shop with rooms above were constructed across the retail strips of Melbourne, and three- or more storied commercial and retail buildings began to proliferate between Bourke and Lonsdale streets from the late 1880s (Lovell Chen 2017:220).

Shaping the urban landscape

Expressing an architectural style

Melbourne witnessed a building boom, both commercial and residential, in the 1870s and 1880s. The 1880s property boom made its mark on commercial design in the central city, with a new, bold generation of architects. Boom Style commercial buildings, such as William Pitt's Windsor Hotel and the Block Arcade, were characterised by increasingly rich decoration, Mannerist exaggeration of elements like keystones and segmental pediments, and the use of multiple classical trabeated and arcuated schemes overlaid one atop the other, until flat wall space was diminished to a bare minimum. While Renaissance and Italianate influences are most closely associated with Melbourne's Boom Style, a similar treatment of materials and facades was used for Gothic Revival buildings (Context 2012:17).

SITE HISTORY

209-215 Bourke Street, which forms part of the Crown Allotment 13, Block 11, was purchased by Thomas Walker, merchant, banker and benefactor, after his arrival in Melbourne in 1837. It was one of four Bourke Street allotments Walker owned (Joy 1967). In the 1850s, four commercial and residential buildings owned by G K Johnston, auctioneer, occupied the subject site (Bibbs 1856; RB 1873-4).

Replacing the earlier buildings, the current four shops with dwellings above were erected in 1876 for the investment partnership of F B Clapp and W G Sprigg (RB 1876). Each of the three-storey brick shops, constructed by builder James Moore, had a ground retail space and a five-room residence at the upper levels (RB 1876-7). The adjoining row of four shops and dwellings at 201-207 Bourke Street, completed two years earlier for Clapp and Sprigg by the same builder, were constructed in the same manner (MCC registration no 6640, as cited in AAI record no 73786).

William Gardiner Sprigg (1832-1926) was the Melbourne Omnibus Co's secretary from 1868 until he was appointed assistant manager in 1890, and by 1909 he had become a director following the resignation of H A Wilcox. Sprigg was engaged with the operation of the Melbourne Omnibus Co until it was dissolved due to liquidation in the late 1910s (*Argus* 14 June 1919:10; 16 October 1920:20).

With his colleague at the Melbourne Omnibus Co, Francis Boardman Clapp (1833-1920), Sprigg was involved in developing at least 12 other premises along Bourke Street between 1873 and 1885, including the rows of shop and dwellings at 146-150 and 201-207 Bourke Street (MCC registration no 6299, 1054 & 5597, as cited in AAI Index record no 76823, 73836 & 73774; RB 1874-1877).

Clapp and Sprigg owned the subject properties for no longer than two years. Between 1876 and 1927, the City of Melbourne rate books noted that the owners were the executors of the late Mrs Martha McIntosh (RB 1877-1926). In 1926, at the behest of Mrs McIntosh, the subject property passed into the ownership of the Royal Melbourne Hospital (*Age* 23 June 1926:13).

The first tenants of the shops at 209 to 215 Bourke Street, respectively, were Mrs E G Abbott, confectioner; Mrs F Shuttleworth, fruiterer; Downie Brothers, tailors; and C Hoffman, tobacconist (S&Mc 1876-7).

The shops were then occupied by businesses including manufacturers and retailers. In 1900, the two shops at 209-211 Bourke Street were occupied by Mary Williams's luncheon room, and in the early 1910s, the three shops 209-213 were merged into one for the Posner Bros, jewellers, who formerly ran a same named shoe and boot manufacturing business at the shops at number 209 and 207 in the early 1900s (S&Mc 1901-1904). According to the City of Melbourne Fire Survey plans published and edited during the 1910s, not only were the shops internally merged, but the shop fronts at 209-213 Bourke Street were extensively altered to include a central doorway and large windows on both sides (Mahlstedt Map Section 1 No 11, 1910).

Posner Bros leased the properties until the mid-1920s when the building was again refurbished to house four shops (Mahlstedt 1910; Mahlstedt 1925; RB 1891-1920). From the early 1910s, a mercer shop, operated by G Mountford Jnr, son of George Mountford, hatter, at the neighbouring building at 205 Bourke Street, occupied 215 Bourke Street (S&Mc 1915-1930). In 1942, the same business was still trading in the shop (Figure 1) (S&Mc 1942).

In July 1938, 209-215 Bourke Street was auctioned. The property was withdrawn without a bidder and was still owned by the hospital in 1945. It came into the possession of the Melbourne City Council in the 1950s (RB 1945-50; *Age* 8 July 2000:45).

Throughout the rest of the twentieth century, the subject property was leased to retailers, and now contains two shops (CoMMaps). Today, the shops at number 209-211 remain interconnected with the neighbouring shops at 205-207 Bourke Street.



Figure 1. 209-215 Bourke Street in the 1940s. Wall painted signage for G Mountford junior's mercer shop is at 215 Bourke Street. (Source: Commercial Photographic Co c1940s, SLV)

SITE DESCRIPTION

The row of four three-storey shop and dwellings at 209-215 Bourke Street was built as one unified arrangement, with shops at ground level and residences above. Built in the mid-1870s, the row has a rendered façade with Italianate style detailing. It is more elaborate than the adjoining row (201-207 Bourke Street), which has simpler classical detailing.

Built of masonry with a stucco finish, the upper façade has a balustraded parapet. Engaged pilasters run the full height of the upper façade, and extend to the parapet, marking out the four shops in the row. Ball finials were originally located over each pilaster but have since been removed. A deep cornice runs below the parapet and has large elaborate scroll brackets.

The window arrangements are identical on all four shops. On the upper level, paired segmented arched windows have moulded arched cornices to the upper edge. On the mid-level, a single rounded arched window has a decorative moulded arched cornice.

The side elevation opens to Russell Place. The original rear walls with chimneys are intact. Side and rear elevations have face brick walls, now overpainted. The side elevation (Russell Place) has twin and single openings similar to the openings on the front façade.

INTEGRITY

The upper façade retains a high level of integrity, with the exception of the ball finials and original verandah which have been removed. The ground level shopfronts have been substantially altered and a modern cantilevered canopy has replaced the early verandah.

COMPARATIVE ANALYSIS

The subject building can be compared to other similar rows of late Victorian, two and three-storey shops with residences above. It compares well with the following examples, drawn chiefly from the Central City Heritage Review 2011, being of a similar use, scale, location and creation date. The images and descriptions below are provided by CoM Maps unless stated otherwise.

136-140 Elizabeth Street, c1870s (Significant in HO509 Post Office Precinct)

A row of three three-storey shops with residences above. The rendered brick building was built in the mid-Victorian era in the Neo-Renaissance style.



Figure 2. 136-140 Elizabeth Street constructed c1870.

73-77 Bourke Street (HO536, Significant in HO500 Bourke Hill Precinct)

A row of three three-storey shops with residences above. The rendered brick building was built in the mid-Victorian era in the Neo-Renaissance style.



Figure 3. 73-77 Bourke Street constructed c1880. (Source: Vogue Australia 2014)

189-195 Exhibition Street, 1882 (HO630, Significant in HO507 Little Bourke Precinct)

A row of two-storey brick shops with residences above and a basement. Built in 1882 in the Renaissance Revival style.



Figure 4. 189-195 Exhibition Street constructed in 1882. (Source: Butler 2011)

Bourke Mews, 32-38 Bourke Street, 1892 (HO529, Significant in HO500 Bourke Hill Precinct)

A row of four three-storey shop/residences with basement parking. Designed by Edward G Kilburn in the Italian Renaissance Revival style and built by T J Taylor in 1892.



Figure 5. Bourke Mews, 32-38 Bourke Street constructed in 1892. (Source: Butler 2011)

146-150 Bourke Street, 1885 (Interim HO1244 – Recommended as significant in the Hoddle Grid Heritage Review)

A row of four three-storey shops with residences above. Built by investors F B Clapp and W G Sprigg in 1885.



Figure 6. 146-150 Bourke Street constructed in 1885.

201-207 Bourke Street, 1874 (Interim HO1239 – Recommended as significant in the Hoddle Grid Heritage Review)

A row of four three-storey shops with residences above. Built by investors F B Clapp and W G Sprigg in 1874.



Figure 7. 201-207 Bourke Street constructed in 1874. (Source: City of Melbourne 2018)

209-215 Bourke Street compares to the examples above as a row of shop/residences built in the late Victorian era. 209-215 Bourke Street preceded the construction of several of these examples and is a representative example of a mid-Victorian commercial building. Consistent with the examples above, shopfronts at ground level have been altered but the upper façade retains its integrity and classical styling.

ASSESSMENT AGAINST CRITERIA

✓

CRITERION A

Importance to the course or pattern of our cultural or natural history (historical significance).

CRITERION B

Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

CRITERION C

Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

✓

CRITERION D

Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness).

CRITERION E

Importance of exhibiting particular aesthetic characteristics (aesthetic significance).

CRITERION F

Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance)

CRITERION G

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).

CRITERION H

Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

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

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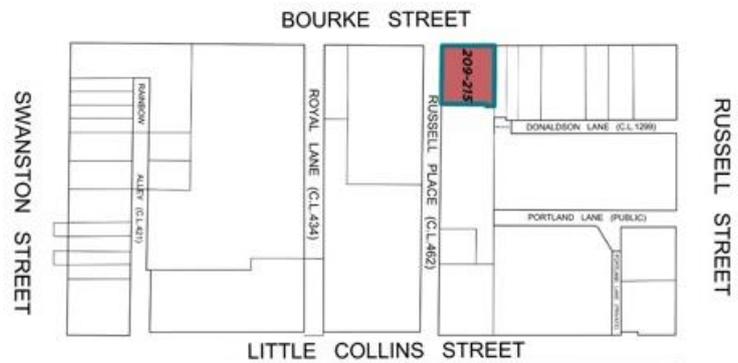
PREVIOUS STUDIES

Central Activities District Conservation Study 1985	D
Central City Heritage Study 1993	C
Review of Heritage overlay listings in the CBD 2002	Ungraded
Central City Heritage Review 2011	Ungraded

STATEMENT OF SIGNIFICANCE

Heritage Place: Shop and residences

PS ref no: Interim HO1240



What is significant?

The row of four three-storey shops/residences at 209-215 Bourke Street built in 1876.

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;
- Balustraded parapet;
- Engaged pilasters that demarcate each shop;
- Upper façade detailing including cornice with elaborate scroll brackets; paired segmented arch windows with moulded arch cornice to upper edges (upper level); single round arched window with decorative moulded arched cornice (mid-level);
- Original chimneys;
- Pattern and size of fenestrations to side elevation (Russell Place); and
- Side and rear walls of face brick (overpainted).

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

How it is significant?

209-215 Bourke Street is of local historic and representative significance to the City of Melbourne.

Why it is significant?

209-215 Bourke Street is historically significant as a mid-Victorian building that represents a key phase in the development of Melbourne when increasing numbers of investors developed retail premises in the city during the building boom of the 1870s and 1880s. Built in 1876 for investment partners F B Clapp and W G Sprigg, who developed up to 12 similar properties along Bourke Street between 1873 and 1885, 209-215 Bourke Street is typical of retail buildings of the Victorian era that housed retail outlets at

ground level with residences and workspaces for business-owners provided on the floors above.

(Criterion A)

209-215 Bourke Street, built in the mid-Victorian era and characterised by rich decoration is significant for its Italianate influences and unified composition across the upper façade. The first floor level of the four shops retains the classical architectural styling typical of the period, featuring decorative stucco elements including engaged pilasters, deep cornicing, scrolled brackets, window mouldings and a balustraded parapet. (Criterion D)

Primary source

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