



Heritage Impact Statement

David Jones Store (Former Coles) VHR H2154
280 Little Collins Street, Melbourne

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Trethowan Architecture acknowledges the Traditional Owners of the lands on which our studio and projects are located. We pay respects to Elders past, present and emerging.

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1 Introduction

This Heritage Impact Statement (HIS) is for the Former David Jones Store (Former Coles), VHR H2154 (the registered place).

1.1 Place Details

1.1.1 Address and location description

The registered place is located at 299-307 Bourke Street and 276-286 Little Collins Street, Melbourne 3000. The place, widely known as the Former David Jones Store, occupies a prominent site in the Melbourne CBD. The site is bound by the Bourke Street Mall to the north, Sugden Place to the east, Union Lane to the west, and Little Collins Street to the south (Figure 1).

The VHR registration covers the entire building and its relevant land (Figure 2). The heritage place is also included in the Melbourne Planning Scheme's Heritage Overlay (HO768). This assessment is limited to a section of the registered place identified as 280 Little Collins Street (the project area). It consists of southern part of the basement, and a portion of the ground floor and shopfront of the registered place, facing Little Collins Street (Figure 3).



Figure 1: Aerial view of the registered place (indicted in red) within the context of the Melbourne CBD. Source: Nearmap, accessed May 2024.

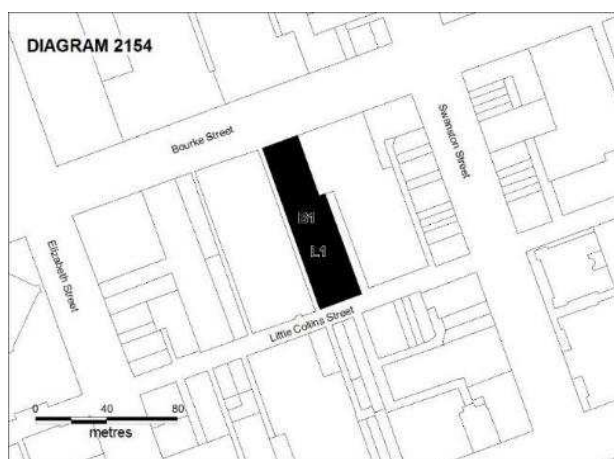


Figure 2: VHR place registration extent map. The registered place includes the Former David Jones Store (Former Coles) (B1) and surrounding land (L1). Source: VHD.

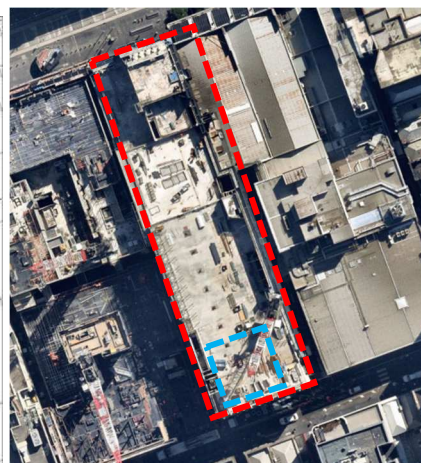


Figure 3: Aerial view of the registered place (in red) with the project area approximately indicated in blue –to the extent of the basement and part of the ground floor only. Source: Nearmap, accessed May 2024.

1.1.2 Traditional Owners Information

280 Little Collins Street is located on the traditional land of the Wurundjeri People. Under the Aboriginal Heritage Act 2006, the Registered Aboriginal Party for this land is the Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation.

The heritage place is not located within an area of cultural heritage sensitivity.

1.2 Project Details

This HIS forms part of an application for alterations to the registered place to extend the approved Rodd & Gunn retail and hospitality offering to part of the basement, with a new entrance lobby at ground floor. Fit out works for Rodd & Gunn at part of the ground, mezzanine and first floors has been approved under permit P37849. Works to expand into the basement are outside the scope of that permit, necessitating a new application for the internal fit out and connected ground floor entrance lobby. Related changes to the approved work under P37849 have been addressed under a conditions monitoring minor amendment request.

This project has been developed in response to an opportunity to expand the hospitality offering into the basement tenancy. The expansion will enable Rodd & Gunn to provide new high-end customer experiences and improve the function and amenity of already approved work. Proposed basement works are a contemporary interpretation of the former Coles cafeteria function, leveraging the heritage elements and history of the place into the new design. This approach is in line with the approach to the approved work, which reimagine the purpose of a department store in the present day, while celebrating the history and key attributes of the building's form and historical use.

Previously part of the David Jones department store, the project area has been vacant since the store closed in mid-2022. The whole heritage place, including the project area, is currently being refurbished to provide new commercial tenancies. These base building works are approved under P34021.

1.2.1 Pre-application meeting

The proposed expansion was discussed at a pre-application meeting with Heritage Victoria (HV) on 21st May 2024, attended by representatives of Rodd & Gunn, Studio Y (project architects) and Trethowan Architecture. Comments and feedback received at the meeting have informed the design approach and the permit application strategy. Specific comments are as follows:

- New basement works (including ground floor entrance lobby) will need to form a new permit application. This scope cannot be considered under an amendment to either P37849 (Rodd & Gunn tenancy) or P34021 (base build).
- Changes to the ground and mezzanine as a result of relocating function to the basement can be considered under a conditions monitoring amendment to P37849.
- Application drawings will need to be consistent with other permits at this heritage place, to avoid any contradiction between sets of endorsed drawings.
- The application will need to address how any remnant heritage fabric or detailing will be addressed.

1.2.2 Client

This HIS has been prepared for Rodd & Gunn Australia Ltd, as tenants of the project area.

1.3 Existing Permits

There are existing permits related to the Heritage Place which this application has taken into consideration. The permitted works enable the place to operate as new commercial and retail tenancies.

1.3.1 Heritage Permit P37849

P37849 allows for interior fit-out works to part of the ground, mezzanine and first floors at the south part of the building, including new entrance and alterations at Union Lane to facilitate new Rodd & Gunn retail and hospitality tenancy. The scope of work approved under this permit relates closely to the current application and should be referred to.

1.3.2 Heritage Permit P34021

Heritage Permit (P34021) allows for alterations and additions of the entire registered place for ongoing retail use at the lower floors, with commercial offices above. These 'base building' works undertaken by the building owner include removing the David Jones shop fittings and returning the place to a condition ready to be leased out to new tenancies. Works relevant to the project area include:

- Construction of partition walls to delineate the tenancy area.
- New shopfront to Little Collins Street.
- Extension of the mezzanine floor towards the north.
- A new entrance to Union Lane and infilling of some windows to this elevation.
- New circulation, amenities and services.
- A scope of conservation and repair to original decorative features including moulded ceilings and column capitals, decorative tiles, and marble staircase.

1.3.3 Heritage Permit P36736

Heritage Permit P36736 is for the adjacent tenancy to the north of the project area at the ground and first floors. This area is to become a retail tenancy for the cosmetics brand Mecca.

The permit allows retail fit-out; demolition and construction works to the Bourke Street and Union Lane elevations (including new openings along Union Lane); signage to Bourke Street and Union Lane; and internal conservation works. It is separated from the project site under this application by a new partition wall approved under P34021.

1.4 Reference Documents

This assessment refers to the following supporting documentation:

- VHR place citation including policies, VHR H2154 David Jones Store (Former Coles).
- *Australia ICOMOS Burra Charter, 2013.*
- Documents related to existing heritage permits for the place:
 - P37849 (Rodd & Gunn tenancy)
 - P34012 (base building)
 - P36736 (Mecca tenancy)
- *David Jones Store, Bourke Street Melbourne, Conservation Management Plan*, March 2009, prepared by Anthemion Consultancies.
- Finishes, fixtures, lighting & furniture schedule, prepared by Studio Y, June 2024.
- Architectural drawings, prepared by Studio Y, June 2024, as follows:

Drawing No.	Drawing Name
B001	3D Perspectives
B010	Existing / Demo GF Lobby
B011	Existing / Demo LGF Lobby
B110	GF Lobby General Arrangement Plan

B111	LGF General Arrangement Plan
B116	GF Lobby RCP – Set-Out & Finishes Plan
B117	LGF RCP – Set-Out & Finishes Plan
B200	Shopfront Elevation
B210	Internal Elevations – GF Lobby
B220	Internal Elevations – Lower Ground Floor
B221	Internal Elevations – Lower Ground Floor
B222	Internal Elevations – Lower Ground Floor

1.5 Limitations

This report does not address matters in relation to Aboriginal cultural heritage, such as anthropology, archaeology, or history. This is not our area of expertise. Should advice regarding these matters be required, it is recommended to engage with a Heritage Advisor and the relevant Registered Aboriginal Party.

This report does not address any archaeological or horticultural matters. These are not our areas of expertise, and there are no archaeological matters to consider as the place is not listed on the VHI.

This report is limited to the project area only and does not address any matters outside the tenancy area. The application is limited by the approved works under P34021 and P37849 which will form the 'existing conditions' of the place. This application has been prepared on the assumption that the works will be carried out as approved.

2 Cultural Heritage Significance

The registered place is identified as a significant place at the local and state levels. It is listed in the City of Melbourne Heritage Overlay (HO768), on the Victorian Heritage Register (VHR), and by the National Trust of Australia (Victoria). The VHR listing is relevant in this case as Heritage Victoria is the responsible Authority.

The heritage place is not listed on the Victorian Heritage Inventory and as such, there are no identified archaeological values or potential.

2.1 Victorian Heritage Register

The significance of the place is embodied in its built fabric. The place has historical, architectural, aesthetic, and social significance.

A Statement of Significance has been prepared for the place and is included in the Victorian Heritage Register listing. It is reproduced below, with relevant sections underlined.

What is significant?

The David Jones store on the south side of Bourke Street was built in two stages in 1929-30 and 1938 as the flagship store of G J Coles Pty Ltd to a design by the prominent Melbourne architect Harry Norris. George Coles opened his first variety store in Smith Street in 1914 with the slogan 'Nothing over 2/6', opened a store in Bourke Street in 1924, and by World War II, despite the Depression, the company operated eighty-six stores throughout Australia, many of them designed by Norris. Norris was the architect for G J Coles & Co, and was a frequent visitor to the United States, where he studied the latest trends in American architecture and in retail design, and his work in Melbourne showed a strong American influence. His buildings demonstrate the move towards greater use of colour in facades in the 1920s and 1930s, especially in the use of glazed terracotta. The seven-storey eastern section of the store was built by E A Watts, costing £500,000 for the site, building and fitout, and opened in March 1930. The 1938 four-storey extension by Cockram & Sons matched the original in style but destroyed the symmetry of the first building. The store was famous for its first floor cafeteria, decorated in a Mexican-inspired Art Deco style, the first and largest in Australia and a highlight of shopping trips to the city for many Victorians. The store was sold to David Jones in 1986 and was altered by the architectural firm Bates Smart & McCutcheon; the exterior was left intact but the cafeteria and many of the Art Deco interior features were removed. David Jones is Australia's oldest department store company, having opened their first store in Sydney in 1838.

The David Jones store is a seven-storey reinforced concrete and steel building with a four storey extension to the west, both in a Commercial Gothic style. The facades are clad with striking pinkish-red Wunderlich terracotta faience, with decorative Hispanic/Indian/Jazz details in pink and blue. The first floor windows are arched with wrought iron railings and above these narrow terracotta clad ribs rise up between the upper windows through the decorative parapet above. The metal window frames are painted blue. The Little Collins Street facade is in a similar mode but is less ornate, and its upper levels are clad in cream rather than pink tiles. The original shopfronts have been replaced. Vestiges of the original interior decorative scheme survive in the tiling on some of the first floor columns and in some plaster ceilings on the ground floor.

How is it significant?

The David Jones Store is of architectural, historical and social significance to the State of Victoria.

Why is it significant?

The David Jones store is architecturally significant for its distinctive and intact terracotta facade, making it one of the most exuberant and colourful interwar buildings in the city and an early and flamboyant example of the call in the 1920s for more colour in city buildings. It was the first major Chicago-inspired Commercial Gothic building in Victoria.

a style that was later adopted for the Manchester Unity and Century Buildings in Swanston Street, and which exemplifies the American influence on architecture in Melbourne at the time. It is significant as a notable example of the work of the prominent Melbourne architect Harry Norris, a major architect of Moderne style buildings in Melbourne in the 1920s and 1930s.

The David Jones store is historically significant as one of the most important of the retail stores built in Melbourne in the early twentieth century. It is significant for its association with G J Coles & Co, which became a household name in retailing in Australia. The store was the flagship store of the once ubiquitous chain of Coles variety stores for over fifty years, from 1929 to 1987 and its cafeteria was a favourite meeting place for generations of Melbourne people. The site also has an association with the Coles Book Arcade, which was a Melbourne institution for the previous fifty years.

The David Jones store is socially significant as a favourite shopping destination for generations of Victorians.

2.2 Non-Statutory Heritage Controls

The registered place is subject to non-statutory heritage controls. This type of control is typically associated with classification by the National Trust of Australia (Victoria), or the Register of the National Estate (now archived).

Non-statutory heritage controls relate to property listings that have no formal or legal weight in the planning scheme. While having no legal recourse, such listings are customarily considered when making planning decisions and are representative of heritage values in the community by local authorities.

The registered place is listed by the National Trust of Australia (Victoria) as Property No. B5791. A Statement of Significance is included as part of this listing, as follows:

The Coles Store in Bourke Street, completed in 1929 and extended in 1939, designed by noted architect Harry Norris, is significant at the State level for architectural and historical reasons.

Architecturally, the Coles Store is one of the most exuberant and colourful interwar buildings in the city, featuring mauve terracotta facades in a broadly 'Commercial Gothic' style, with extensive coloured Jazz Moderne (a subset of Art Deco) detailing. The tiling of the former Coles Cafeteria on the first floor is even more colourful, and along with the geometric patterned plaster ceiling, is one of the best examples of a Jazz Moderne interior in Victoria.

Historically, the 1929 portion of the building is the earliest Commercial Gothic design in Victoria, and Jazz Moderne decoration is also amongst the earliest in the state. The store is also important as the flagship of once ubiquitous chain of inexpensive Coles 'variety stores', for over 50 years (1929 to 1987). The site also has association with the Coles Book Arcade, formerly on the site, which was a Melbourne institution for the previous 20 years.

2.3 Analysis of the Significance

The registered place is historically significant as one of the most widely known shopping destinations in Melbourne for locals and visitors alike. For over fifty years, it was the flagship Coles 'variety store' that sold a variety of inexpensive goods, much different from other high-end department stores in the CBD.

The registered place is architecturally significant as the first major Chicago-inspired Commercial Gothic building in Victoria, demonstrating the influence of the American architectural style in Melbourne at the time. As a response to the call for more colours in city buildings in the 1920s, the registered place is one of Melbourne's finest examples of exuberant and colourful interwar buildings that features extensive coloured Jazz Moderne detailing. As the appointed architect for the G J

Coles & Co, the registered place was designed by prominent Melbourne architect Harry Norris, who contributed extensively to the city's skyline in the 1920s and 1930s. The primary frontages to Bourke and Little Collins streets, and the remnant internal detailing, which demonstrate this architectural character are integral to the significance of the place. The secondary elevations to Union Lane and Sugden Place are integral to the significance of the place but have been altered and are able to absorb some change. Later and altered fabric (internal and external) do not contribute to the significance of the place.

The registered place is socially significant as a popular shopping destination, from Coles to David Jones, for multiple generations of Victorians. The place has maintained a retail use continuously since it was constructed. A public retail function is, therefore, essential to the significance of the place.

The VHR Citation notes that the exterior of the building to be intact but identifies its original shopfronts and many of its Art Deco interior features to be removed. In particular, it describes that "(v)estiges of the original interior decorative scheme survive in the tiling on some of the first-floor columns and in some plaster ceilings on the ground floor". From our site inspections following recent works under P34021, it is evident that remnant significant original detailing is largely confined to the first floor, outside the relevant project area.

In addition to the VHR listing, the 2009 *Conservation Management Plan (CMP)* reviewed and assessed the significance of fabric throughout the place. Areas of *primary significance* are those that are fundamental to the significance of the heritage place as it presently exists, and an understanding of their significance should guide future actions. Elements in the heritage place that are identified to be of *primary significance* include:

- Building façade to Bourke and Little Collins Streets
- Remnant Art Deco tiling to dados and columns on the first floor (full extent to be confirmed)
- Remnant floor tiling in the reserve area (full extent to be confirmed)
- Art Deco decorative ceilings and cornices
- Remnant marble stair and balustrade.

The CMP notes any false or suspended ceilings, shop fit-outs and claddings may obstruct original building features that are of *primary significance*. Later elements of this nature have been removed under P34021, which has confirmed the extent of original fabric.

Areas of *contributory significance* contribute in an important way to an understanding of the significance of the place overall. The CMP identifies no elements in the heritage place that are deemed to be of contributory significance.

Areas of *little or no significance* include original elements of minor importance, later work and unsympathetic alterations. Elements in the heritage place that are identified to be *little or no significance* include:

- Lifts and escalators
- All non-original stairs
- All interior fit-outs other than the first floor Art Deco tiling to dados and columns on first floor
- Shopfronts

The project area within the basement and at ground floor is of *little or no significance*, and any original fabric or detailing has been removed. Some painted wall signage has recently been uncovered in the basement, but this is outside the project area.

2.4 Policies

The registered place is subject to both general¹ and place-specific permit exemptions as a result of the VHR listing. The CMP also outlines a series of conservation and management policies for the place.

2.4.1 Listing General Permit Exemption Policy

General permit exemptions relevant to this proposal and the project area include:

- *3 Painting and wallpapering*
Painting of previously painted internal and external surfaces is exempt provided this is done on a like-for-like basis and does not harm any earlier paint finishes or schemes.
- *4 Internal fitouts*
Internal fitouts are exempt provided works do not damage early or original fabric.
- *6 Services*
Works or activities to existing services are exempt provided services are not installed in new locations, and any replacement or upgrades do not harm original fabric.

Upgraded/replacement services must match existing in location, number and scale. And, must use existing routes, conduits, voids and mounts. New penetrations must be limited to non-original elements, or to original smooth render or plaster surfaces using the smallest available, non-expanding fixings.
- *11 Signage*
Signage is exempt provided works are fully reversible and do not damage early or original fabric.

2.4.2 Listing Specific Permit Exemption Policy

Specific permit exemptions and policy under the VHR listing confirm that all works should be in accordance with the CMP. Policy notes that all of the building is integral to the significance of the place and any alterations that impact on its significance are subject to a permit application. Notably, the existing shopfronts are not original, but any change will require a permit.

2.4.3 CMP Policies

The CMP contains general conservation policies applicable to the project area. Relevant policies are summarised as follows:

- *Future use and adaptation should be cognizant of the statement of significance and should not adversely affect the elements identified as being integral to the cultural significance of the place.*
- *Building services should be installed in a manner which cause the least visual and physical disruption to significant fabric.*
- *All future repairs and maintenance should be carried out in a manner which is consistent with conservation policy and the levels of significance of individual elements.*
- *Provide some interpretation of the history of Buckley & Nunn, G J Coles and David Jones or any other significant aspects to the public.*
- *All new work should comply with the Building Code of Australia (BCA) and should be undertaken in accord with the principles of the Burra Charter so as to minimise interventions on significant fabric.*

¹ *General Permit Exemptions*, published by DELWP, 2022.

2.5 Constraints and Opportunities

There are constraints and opportunities associated with the proposed work within the context of the VHR registration. Notably, the scheme is constrained to the project area as defined by the lease area arrangement. There are no identified opportunities for conservation and repair beyond the scope approved under P34021.

The registered place is subject to three active Heritage Permits which involve a scope of demolition, new works, conservation works and interpretation signage within and adjacent to the project area. The proposed scheme must consider permitted works and not undermine the positive heritage outcomes that the existing permits have achieved.

As the works under P34021 are incomplete, the condition and appearance of the project area at handover is unknown, which presents a constraint to the current scheme. The works approved under P37849 have not commenced but are closely related to the current proposed works. The proposal has been designed on the basis that the approved works will be carried out as endorsed. The proposal, therefore, deals with these ongoing and future works as the 'existing condition' of the place.

3 History & Description

The Traditional Owners of the land for the heritage place are the Wurundjeri People.

3.1 The Registered Place

Sir George James Coles founded the G.J. Coles & Co. Pty Ltd in 1921 with the ambition of providing a variety of inexpensive but high-quality goods to customers. The company's concept of a 'variety store' was not significantly different from conventional department stores, other than the fact that it offered a range of affordable products. Having rapidly expanded in the 1920s, the Coles No. 12 flagship store, the registered place, opened in 1930.

The flagship store was designed by Harry Norris, who also designed many Art Deco and Moderne buildings in the Melbourne CBD. Norris took great interest in the latest American architectural styles; many of his designs in Melbourne were inspired by trips to the United States. Sent by Sir Coles to the US on a study trip, Norris returned to Melbourne after learning about developments in chain store lay-out design and construction. His innovative Commercial Gothic style designs set new benchmarks in Melbourne, both aesthetically and technically.

The original building is a seven-storey reinforced concrete and steel structure with a basement that housed state-of-the-art mechanical equipment. It is clad in rose-coloured terracotta tiles, decorated with recessed ornaments, and fitted with steel-framed windows. Inspiration was drawn from the Chicago cityscape and added vibrancy to the Melbourne cityscape. The less ornate Little Collins Street frontage was clad in mauve terracotta tiles, with its upper portion painted in warm cream. The basement to second floors were open to the public, while the third to top floors were reserved for staff facilities and other amenities such as the hospital department. A gymnasium and viewing balcony were on the roof top.

Union House, the building neighbouring the flagship store to the west, was demolished in late 1938 to 1939. A four-storey western extension, also designed by Norris, was subsequently included as a part of the store. It stylistically matched the building's original design yet altered its symmetry. A (now removed) escalator was added in the extension to provide access between the basement and ground floor.

After Coles left the premises in 1987, the registered place was altered by architectural firm Bates Smart & McCutcheon, where the exterior was left intact but many of its original interior features were removed. It operated as the David Jones department store from 1987 to 2022.

3.2 Project Area

3.2.1 Basement

The basement area was part of the original design and construction of the place and was excavated out from the site of the former Cole's Book Arcade. The basement was extended to the west after 1939 along with the building above. The basement was originally a service area and contained "all of the electrical and ventilation plant, automatically oil-fed boilers which supplied heating and hot water throughout the whole building, incinerators for rubbish [in the sub-basement], sent down all floors by a centrally located concrete chute, and a battery-charged back-up electrical supply in case of failure from the Melbourne City Council supply."²

The basement formed part of the Coles sales floor, laid out similarly to the ground floor with rows of island counters for display and service. The basement department included "toys, children's wear, needlework and napery, underwear, ribbons, handkerchiefs and elastics, haberdashery, hosiery and socks, kitchen wear, pots, pans, cutlery, glassware, crockery, tools, cleaning and bathroom goods, pottery and the famous fernery."³

² Anthemion Consultancies, *David Jones Store, Bourke Street Melbourne: Conservation Management Plan*, 2009, p60.

³ Op. cit. p69.

Early photographs show that the basement featured decorative details such as plaster mouldings (Figure 4 and Figure 5). These features are no longer extant.



Figure 4: Interior escalators at basement level, 1939. Source: Commercial Photographic Company, State Library of Victoria pictures collection.



Figure 5: Display of children's clothing in basement, 1950. Source: Allan Studio, State Library of Victoria picture collection.

3.2.2 Ground Floor

The original ground floor design largely comprised a generous and decorative entrance area, with stairs and lifts to access other floors, and leading to the sales floor. Sales counters of the flagship store were located in the basement and ground floor, continuous blackwood counters on the west and east walls extended from the store's Bourke to Little Collins Street entrances. The ground floor ceiling was highly decorative and fitted with contemporary services such as decorated ventilation grilles and electrical lighting. A 1929 *Herald* article described that this floor's 'false wood framed ceiling... enriched in fibrous plaster' enabled 'all the ventilation ducts, sprinkler pipes, electric conduits and sewer pipes [to be] concealed'⁴.

Access to the basement, mezzanine and first floors was enabled by two sets of wide marble staircase, one each on the building's north and south ends. A 1933 issue of the *Building* magazine describes the place as having 'a lavish use of marble'; namely, marble stairs that extended from the basement through to the first floor. They are described as follows:

*A wide marble staircase, with wall dadoes in two shades of Buchan marble of soft grey, leads from Bourke Street to the Little Collins Street and Sugden Place levels and basements. The balustrading of wrought metal is simple and in keeping*⁵.

Similarly, a brochure for the flagship store describes the marble staircase as:

Opening from Little Collins Street frontage is a spacious vestibule, with marble stairs leading to the Basement and Ground Floor. This vestibule is finished with marble walls and floors, with a decorative ceiling and six wall mirrors...

This pattern of generous entrance with wide stairs was maintained when the building was extended west. The entrance area was revised with new customer stairs, while service stairs, goods lobby and elevator were aligned along the Union Lane boundary.

3.3 Description & Current Use of the Project Area

The project area is identified as Tenancy 03 under P34021's base building works, it is located primarily in the basement at the Little Collins Street (south) end of the building (Figure 6). At the

⁴ Herald, 20 November 1929, pp.17.

⁵ Building, 1933/2/13, p.42-43

ground floor, the project area comprises an entrance lobby and abuts Tenancy 03 (Rodd & Gunn) to the north and east, and circulation space at the west (Figure 7).

The project area was previously subsumed by non-original fit-out constructed during the David Jones occupancy including modern suspended ceilings, wall linings, flooring, and shop fittings. These elements have been removed as a part of the base building programme of works approved under P34021, that also includes new finishes, services and circulation to the project area. The current use and condition of the project area is a construction site. However, upon the completion of works under P34021 the project area will be delivered to tenants in a state ready for commercial fit outs as required.

No extant original decorative fabric has been located within the project area.



Figure 6: Basement plan of base build works under P34021, forming the existing conditions. The project area is indicated in red. Source: Extract of SD02.B1, Bates Smart.



Figure 7: Ground Floor plan of approved works under P34021, forming the existing conditions. The project area is indicated in red. Source: Extract of SD02.00, Bates Smart.

4 Proposal

The following sections should be read in conjunction with the architectural drawings and schedule produced by Studio Y, dated June 2024.

The proposed works are limited to the Project Area and are intended to expand the hospitality offering related to Rodd & Gunn into the basement Tenancy 03.

4.1 Basement

The proposed basement offering includes a wine tasting, display and sales area; dining area; prep kitchen, cocktail lab and coolroom; and back of house areas for toilets, staff room, office and storage (Figure 8). The new work aligns function roughly with the existing column grid. Walls of the front of house areas are used for wine display, and booth seating along the eastern wall. There is to be loose seating and tables, and POS areas within the centre of the space. Back of house areas are concentrated to the south and east.

Materials and finishes are generally warm toned and neutral. Walls are to be in a range of grey tones, including specialty textured paint finish by Scanlan & Makers; and some areas in Dulux 'Spirulina' green. Joinery and display items are in a mix of black and slate green, with walnut timber veneer and aged brass accents. For the flooring, front of house areas will be in checkerboard vinyl tiling in a grey and green colour scheme, and dark-coloured carpet to match the stair. Back of house areas are to be charcoal-coloured non-slip vinyl.

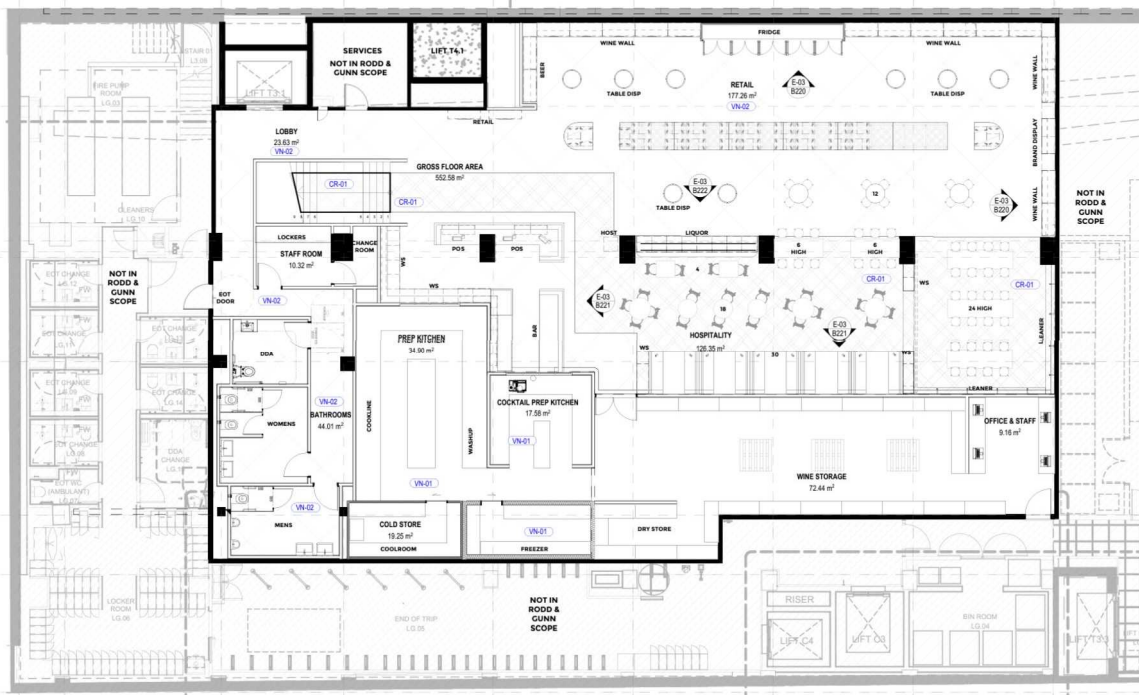


Figure 8: Proposed basement layout in the project area. Source: Extract of drawing B111, Studio Y.

4.1.1 Treatment of Original Fabric

The west boundary wall, ceiling and columns are the only elements within this space that are original fabric. There are no original details, finishes or fixtures beyond the raw structure. There are known to be remnant painted wall signs outside of the project area which are not relevant to this application. Remnant areas of earlier floor finish are to be managed under permit P34012, although it is our understanding that no existing flooring has been found to be salvageable. As such, this application assumes that the floor will be unfinished upon handover.

The brick wall is to be retained in its raw state and are not to be painted but will be partly concealed by retail fixtures. Exposed structural elements such as ceiling and beams will have an acoustic spray applied, in a colour to match Dulux Raku as used elsewhere. There will be a suspended ceiling in some areas, but the original concrete structure will largely be visible and legible within the space.

The design aesthetic for the basement area has been informed by the character of these original elements and celebrates their raw, almost industrial character.

4.2 Ground Floor

An entrance lobby for Tenancy 03 and a stair from ground to basement is already approved under P34021. The current proposal proposes new finishes and fittings, in line with the Rodd & Gunn branding within the lobby, and a new vaulted ceiling to the stair (Figure 9). Internal lobby walls will have a specialty paint finish in either a light grey or dark grey colour, with tiles to the lower part of the wall. The vaulted stair walls will be in the dark grey specialty paint finish, with an LED strip light at the apex of the vault. The floor is to be stone tiles, with dark-coloured carpet to the stair and landing.

New Rodd & Gunn brand signage is proposed to be affixed on the south façade at the entrance, to match the signage proposed under P37849. Projecting blade signs will feature the Rodd & Gunn logo on a black background, and the word 'Cellar' with an arrow to identify the new function. An illuminated logo sign is proposed above the entrance.



Figure 9: Render view of the lobby area, showing the new vaulted ceiling to the stair. Source: Extract of drawing B210, Studio Y.

5 Options Considered

A detailed options analysis was not undertaken for this project as the works are generally found to have low impact. Works are concentrated in areas of low / no significance, and no change to original fabric is proposed.

The proposed design has been developed with regard to the opportunities afforded by the base build works under P34021, and the commercial aims of the Rodd & Gunn tenancy. The interior design scheme has been carefully developed in response to the significant character of the place and its history. The design is further informed by Rodd & Gunn's brand aesthetic, aiming to match this extension to the approved tenancy (under P37849) and to their other stores and hospitality offerings both locally and overseas.

6 Assessment

6.1 Impact of the Proposal

The proposal will have an overall positive impact on the heritage significance of the place. The works reinstate a retail and hospitality function to the place, in line with its historic use firstly as a Coles department store, and later as the food hall for the David Jones department store. The former department store function is now redundant, and a new style of shopping and dining experience is required to suit contemporary expectations. This is reflected in the division of the heritage place into smaller, independent tenancies with a range of offerings as approved under P34012. This application continues that shift towards more contemporary offerings. The proposed arrangement of display areas aligns with the historic layout of the space as described in the CMP: “basement counters were laid out as islands in north-south rows”.⁶ The proposal continues the historic use of the building, such that its historic and social significance as an important retail and hospitality destination is preserved, albeit in a new form.

There are no physical or visual impacts identified with the basement works. The area is not visible from the public realm, and it does not contribute greatly to the overall significance of the heritage place. Original fabric, comprising the building structure, will remain generally uncovered and visible to patrons. We do not anticipate there will be any remnant original or early floor finishes within the project area on handover, and therefore no impacts are identified to such fabric.

Impacts of the ground level works are negligible, and result from a changed appearance at the ground floor lobby and new shopfront signage. This is an area of little or no significance, and there is no impact on original fabric.

6.1.1 Mitigation

Impacts are minimised as all new work is in areas of little or no significance, and to areas that have already been altered. No original or early fabric is to be removed or altered under the proposal.

Potential visual impacts of concealing original fabric and structure within the basement is mitigated by minimising the concealment as far as possible. Notably, the building structure has historically been concealed rather than celebrated. Acoustic spray finish to structural members is necessary to ensure the space operates appropriately. The form and function of those members will remain legible, and the spray finish is reversible. Suspended ceilings conceal parts of the original slab construction where necessary to enable services (eg kitchen exhaust, lighting) to operate effectively. Large areas of the original ceiling slab will remain visible within the publicly accessible areas. The brick wall to the west will be partly concealed with display shelving, which is mitigated by the open back nature that enables the bricks to be seen behind the wine on display. There is minimal original fabric in this area, but efforts have been made to ensure this fabric is visible and forms an inherent part of the design aesthetic.

Visual changes to the ground floor entry and shopfront are mitigated by ensuring the new work matches the approved design approach under P37849. The new brand signage is in line with the approved Rodd & Gunn signage and is appropriate for a retail / hospitality shopfront. Signage of this type was used during both the former Coles and David Jones occupations of the place and are typical of this function. The entrance lobby design and finishes are in line with the approved Rodd & Gunn tenancy under P37849 and represent a minor scale intervention.

6.2 Why the Proposal Should Be Supported

The proposed works should be supported as the works are minor, concentrated to altered interior areas, and there will be an overall positive impact of reinstating a hospitality and retail function to the heritage place.

The proposed works are necessary to ensure the proper functioning of the retail and hospitality tenancy. The proposal should be supported as it ensures the ongoing and historical retail use is maintained.

⁶ Anthemion Consultancies, *David Jones Store, Bourke Street Melbourne: Conservation Management Plan*, 2009, p69.

6.2.1 Matters which the Executive Director is to consider under s101(2)

The proposal represents a reasonable use of the place for retail and hospitality offerings, in line with its historic function. It is reasonable for a retail and hospitality business to have brand signage at the shopfront and entrance, particularly as the tenancy will be below ground with minimal street front presence. New external signage, and an enticing lobby, are reasonable and justified to support the business operation and its long-term tenancy within the place. Ensuring continued patronage will help to maintain the retail and hospitality use into the future.

As the scheme will have an overall positive impact on the place, additional justification on the basis of economic use is not required.

6.2.2 Matters which the Executive Director may consider under s101(3)

There are no impacts identified to adjacent heritage places, nor to adjacent tenancies within the heritage place outside of the project area.

7 Summary of Impacts and Conclusion

Overall, the proposal will have a positive impact on the heritage place, contributing to the cumulative positive impacts under the existing permits. The current application is in line with the intent and approach of approved works that bring a range of retail and hospitality offerings to the place. The works support the historic and social significance of the place as an important shopping destination. The place's original department store function is redundant. The contemporary interpretation of mixed use retail and hospitality provides a viable use to the place that is generally in line with its original function.

There are no physical impacts associated with the works, and only minor visual impacts associated with partial concealment of some structural elements such as the slab and columns. These elements were historically concealed and proposed areas of suspended ceiling, for example, are in line with the original design intent. This is balanced against the proposed approach to celebrate the raw structure as the only remnants of original fabric in the project area.

Visual changes are appropriate, minor and located in areas of little or no significance.

