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# Former Phoenix Clothing Factory - Group Classification

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## Location

347-349 King Street,, MELBOURNE VIC 3000 - Property No B6118

## Municipality

MELBOURNE CITY

## Level of significance

State

## Victorian Heritage Register (VHR) Number

H0801

## Heritage Listing

National Trust

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## Statement of Significance

Last updated on - August 23, 2005

Individual Statement of Significance : 347-349 King Street is an unusual three-storey stone and brick shop, residence and store complex, distinguished by its first floor loggia (the earliest known example) and its external integrity. The section facing King Street dates from 1854-1859, while the ground floor of the rear store section is probably of the 1860's. The building is part of a coherent mid 19th century commercial streetscape.

Additions to the rear of the building relate to its use by the Phoenix Clothing Company, an early 1870's Melbourne clothing factory. This building appears to be a very rare survivor in the Central Business District, and amongst the earliest known surviving factories in the state. In fact, the whole of the building has important historical associations with the notable Fenwick Brothers, who owned it from the 1850's and founded the Phoenix clothing Company in 1870.

Orlando Fenwick (1822-1897), who once lived on the premises, was a prominent Victorian clothing manufacturer and importer, and took a leading role in Melbourne harbour development schemes. He was also a Melbourne City Councillor over a long period, and Lord Mayor. More recently the structure has associations with J.H. Langdon and company, wool merchants, who also owned the adjoining buildings at 351-355 King Street.

The site constitutes an important representation of Melbourne's nineteenth century industrial development, from the importation of clothing in the gold rush era to the establishment of the flourishing clothing manufacturing industry which occurred in the wake of post gold rush metropolitan growth and the introduction of tariff legislation in the 1970s.

The Phoenix factory was one of Melbourne's larger and more highly mechanised nineteenth century clothing manufacturers, and has been credited with introducing advanced overseas technology to Victoria. It appears to be a very rare survivor of early Central Activities District Manufacturers and amongst the earliest known surviving factories in the state. It is the only early Melbourne clothing factory which is known to survive. It is a survivor of an industry which has been especially important in Victoria's history, particularly in relation to the issues of protection and industrial legislation. This industry is also of key importance to new fields of historical research, such as the development of assembly line production processes and women in the workforce.

The essential design and structure of the complex provides a substantially intact representation of contemporary factory design and working conditions, and of aspects of nineteenth century building technology. Parts of its design may be directly related to the requirements of the Factory Acts for ventilation, sanitation and lighting.

Classified: 21/03/1990

Also part of a Group Classification with B1701 351- 5 King Street

Group Statement of Significance : 351-355 and 347-349 King Street, Robert Kidd's buildings (351-5) and the Fenwick Brothers complex (347-9) were both built in the period between the gold rush of the early 1850s and the development of the colony's secondary industries in the 1870s. Parts of each complex relate to both important historical phases, in particular the former Phoenix Clothing Factory at the rear of 347-9 King Street and Isaac Davidson's clothing factory at the rear of 355 King Street. These early factories share a party wall, were once united via twin archways, and are still linked by a pitched loading lane from King Street.

In King Street, the early date of the facades (1857 and 1856-9) distinguishes them among commercial streetscapes elsewhere in Melbourne and compares directly with the notable basalt stores of King Street South.

Classified: 28/05/1990

Other Names J.H. Langdon & Co.,

Hermes Number 65190

Property Number

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*This place/object may be included in the Victorian Heritage Register pursuant to the Heritage Act 2017. Check the Victorian Heritage Database, selecting 'Heritage Victoria' as the place source.*

*For further details about Heritage Overlay places, contact the relevant local council or go to Planning Schemes Online <http://planningschemes.dpcd.vic.gov.au/>*