

WINFIELD BUILDING



1 winfield building collins street melbourne front view sep1999



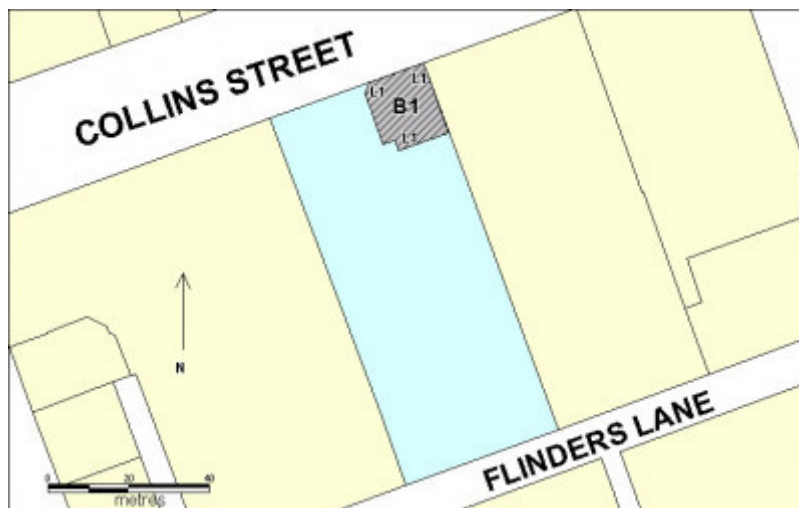
winfield building collins street melbourne facade detail sep1999



winfield building collins street melbourne turret detail sep1999



winfield building collins street melbourne street view sep1999



winfield h40 extent may2000

Location

487-495 COLLINS STREET MELBOURNE, Melbourne City

Municipality

MELBOURNE CITY

Level of significance

Registered

Victorian Heritage Register (VHR) Number

H0040

Heritage Overlay Numbers

HO612

VHR Registration

October 9, 1974

Amendment to Registration

August 17, 2000

Heritage Listing

Victorian Heritage Register

Statement of Significance

Last updated on - June 2, 2000

What is significant?

The Winfield Building, formerly the Wool Exchange building, 487-495 Collins Street, was erected in 1891. It became known as the Winfield Building from the mid 1920s. The architects were Charles D'Ebro and Richard Speight jnr. It is believed to have been built for J R Murphy, owner of Murphy's brewery. Part of the financing for the building came from the architect and his father, Richard Speight Snr, a commissioner of the Victorian Railways. From 1892 to 1894 the building was Melbourne's first amalgamated wool exchange and incorporated an auction hall which brought together all the Melbourne wool sales. Other tenants in the rear stores included the Melbourne Chilled Butter Company and Melbourne Cool Storage Co. The front section to Collins Street is all that remains of the original, much larger complex. The rear of the Winfield Building was replaced by a fourteen storey extension in 1984, part of the redevelopment of the site as a hotel. The four storey building with a facade to Collins Street was built as two ground level shops with offices overhead. It is constructed of brick on a bluestone plinth and cement render mouldings. It is in the English Queen Anne style, reflecting the architectural influence of Richard Norman Shaw in England. The corner treatment echoes the adjacent Rialto building, being splayed and crowned by a conical turret. Characteristic of the Queen Anne style is the steep pediment at roof level, reminiscent of Flemish gables and penetrated by windows. Also contributing to the style is the banded cement contrasting to the face red brickwork and the wide variety of window treatments. The dormer windows and decorative iron ridgework add further interest to the variegated and picturesque roofline.

How is it significant?

The Winfield Building is of architectural and historical significance to the State of Victoria.

Why is it significant?

The Winfield Building is architecturally significant as one of the best examples of the Queen Anne style in

Victoria. In contrast to the Gothic and classical modes, the Queen Anne style was employed only sparingly for Victoria's commercial buildings in the 1890s. However, the style was well suited to the flamboyant and confident designs favoured by commercial developers during the so-called 'boom period'. It is one of architect Charles D'Ebro's finest buildings.

The Winfield Building is architecturally significant for its unique spatial relationship to the adjacent Rialto building, with which it formed a narrow laneway. Together they form an integral part of the exceptional block of late Victorian 'boom' period buildings in Collins Street.

The Winfield Building is historically significant as the location of the amalgamated Wool Exchange. The wool industry and its stores was a dominant force in the west part of the city and the Winfield Building became a focal point for the industry from the early 1890s.

The Winfield Building is historically significant as a demonstration of the building boom in Melbourne during the early 1890s, shortly before the economic depression halted building for most of the decade. The design demonstrates the new approach to office accommodation, being specifically planned for a range of commercial tenants and with shops to the ground floor of the street facade.

Permit Exemptions

General Conditions: 1. All exempted alterations are to be planned and carried out in a manner which prevents damage to the fabric of the registered place or object. 2. Should it become apparent during further inspection or the carrying out of alterations that original or previously hidden or inaccessible details of the place or object are revealed which relate to the significance of the place or object, then the exemption covering such alteration shall cease and the Executive Director shall be notified as soon as possible. 3. If there is a conservation policy and plan approved by the Executive Director, all works shall be in accordance with it. 4. Nothing in this declaration prevents the Executive Director from amending or rescinding all or any of the permit exemptions. Nothing in this declaration exempts owners or their agents from the responsibility to seek relevant planning or building permits from the responsible authority where applicable. Exterior * Minor repairs and maintenance which replace like with like. * Removal of extraneous items such as air conditioners, pipe work, ducting, wiring, signage, antennae, aerials etc, and making good. * No other exemptions apply. Interior * Any works to the interior which do not effect the external structure, fabric or decorative scheme of the building

Construction dates	1891,
Architect/Designer	D'Ebro, Charles,
Heritage Act Categories	Registered place,
Hermes Number	742
Property Number	

History

Contextual History: Gothic Revival Influenced by the moralism of English Gothic Revivalists, Augustus Welby Northmore Pugin and John Ruskin, the revival of medieval Gothic design principles was regarded by many architects as the answer to the problem of a modern style for the 19th century. An 'honest' idiom of expression with links to religious virtue, the Gothic Revival was favoured by designers of churches, schools and university buildings. Varying according to religious persuasion, the Catholic and Anglican churches were the most vocal champions of the Gothic, reflected in the commissioning of extreme High Anglican English architect William Butterfield to design St Pauls Cathedral. A different form of Gothic Revival was used in commercial buildings such as the Olderfleet and the Rialto, their rich, repetitive facades evocative of Venetian mercantile exchange (Philip Goad, Melbourne Architecture p.71). History of Place: Associated People: Richard Speight Jnr. Richard Speight Snr.

Assessment Against Criteria

a. The historical importance, association with or relationship to Victoria's history of the place or object

The Winfield Building was the location of the amalgamated Wool Exchange. The wool industry and its stores was a dominant force in the west part of the city and the Winfield Building became a focal point for the industry from the early 1890s.

b. The importance of a place or object in demonstrating rarity or uniqueness

The Winfield Building has a unique spatial relationship to the adjacent Rialto building, with which it formed a narrow laneway known as Winfield Square.

In contrast to the Gothic and classical modes, the Queen Anne style was employed only sparingly for Victoria's commercial buildings in the 1890s.

c. The place or object's potential to educate, illustrate or provide further scientific investigation in relation to Victoria's cultural heritage

d. The importance of a place or object in exhibiting the principal characteristics or the representative nature of a place or object as part of a class or type of places or objects

The design of the Winfield Building demonstrates the contemporary approach to office accommodation, being specifically planned for a range of commercial tenants and with shops to the ground floor of the street facade.

e. The importance of the place or object in exhibiting good design or aesthetic characteristics and/or in exhibiting a richness, diversity or unusual integration of features

The Queen Anne style was well suited to the flamboyant and confident designs favoured by commercial developers during the so-called 'boom period'. It is one of architect Charles D'Ebro's most exuberant buildings.

f. The importance of the place or object in demonstrating or being associated with scientific or technical innovations or achievements

g. The importance of the place or object in demonstrating social or cultural associations

Extent of Registration

NOTICE OF REGISTRATION

As Executive Director for the purpose of the Heritage Act, I give notice under section 46 that the Victorian Heritage Register is amended in that the Heritage Register Number H40 in the category described as a Heritage Place is now described as:

Winfield Building, 487-495 Collins Street, Melbourne , Melbourne City Council.

EXTENT:

1. All the buildings and structures being B1 Building as marked on Diagram 40 held by the Executive Director.
2. All the land marked L1 on Diagram 40 held by the Executive Director, being described in Plan of Consolidation CP174333B Vol. 10049 Fol. 367 and 368 being part of Crown Allotments 14 and 15, Section 2, in the Parish of Melbourne North.

Dated 3 August 2000

RAY TONKIN
Executive Director

[Victoria Government Gazette G 33 17 August 2000 p.2070]

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/>