



## HERITAGE MEMORANDUM

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Project *David Jones Store (Former Coles), 299-307 Bourke Street and 276-286 Little Collins Street, Melbourne City, Melbourne (H2154)*

Date 21 October 2024

For Heritage Victoria

Purpose Amended Heritage Permit No. P36736  
**Re: Proposed Meccaversity**

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### 1 Purpose

This Heritage Memorandum has been prepared in relation to Heritage Victoria's request for further information regarding the proposed Meccaversity at the David Jones Store (Former Coles) VHR H2154 which is to become the Mecca Flagship Store.

On 26 September 2024 further information was requested by Heritage Victoria to allow a better understanding of the impacts of the proposed works (reproduced below):

- As referred to in the Heritage Impact Statement, the document entitled: *Report on Reasonable or Economic Use for the proposed MECCAversity in the MECCA Flagship Retail Tenancy in the Former Coles and David Jones Stores (August 2024)* prepared by S C Lennon & Associates. You may also wish to provide a separate redacted version of this document for the purposes of public advertising of this application.
  - See redacted version provided by Mecca.
- Further information regarding the design and materiality of the proposed works as they would sit at the first floor level. This may include render/s or photograph montage/s demonstrating the visual impact of the works at the first floor.
  - See revised drawings prepared by Studio McQualter dated 18 October 2024.
- Further information as to the construction methodology and impact of the Meccaversity pod on the eastern elevation and any original fabric, including the historic tiles.
  - See section 2

## 2 Comment

### Heritage fabric

There is proposed to be a small alcove within the Meccaversity near the east wall (between grid lines 5 and 7) that would serve as representative section of Norris' design within the Meccaversity.

All remnant wall tiles to walls and pilasters along grid lines H and I within the Meccaversity would remain and be visible from within the pod. Where tiles are missing, new tiles would be fabricated to sympathetically match the original tiles in colour and glaze. This would include reinstating the original tiles to the sills and reveals of the original windows to match Norris' detailing (evident elsewhere but almost lost in this section).

The original wall tiles to the existing columns at H5 and H6 are highly intact and would largely be visible from within the Meccaversity. Only the southern face of the column at H5 would be obscured by a new partition wall. Missing tiled sections to columns H7 and H8 would be reinstated/fabricated and would similarly be visible and celebrated within the Meccaversity.

Original Art Deco plaster capitals would be reinstated/fabricated to the upper part of each of the columns/pilasters. The original coffered ceiling panel alongside the east wall between grid lines 5 and 7 would also be legible from within the Meccaversity.

### Impact of the Meccaversity

The intersection of the proposed Meccaversity and eastern wall has been carefully considered to ensure original heritage fabric would be protected and that the Meccaversity would sit comfortably alongside the original scheme.

The full extent of the tiled eastern wall would be legible to the public. Low furniture would be positioned near the wall however there would be no fixings into the wall.

The proposed cork ceiling and wall panels would maintain a 200mm buffer around reinstated plaster capitals and pilasters, protecting heritage fabric.

The proposed operable wall has been carefully designed to maintain visibility of heritage fabric. When the doors are in an open position they would be recessed and set back within the alcove, behind the tiled column (H7). The proposed ceiling tracks have been configured to allow for a gap/buffer around this tiled column and associated plaster capital.

The proposed colour scheme would be complementary to the bold Norris' scheme. The wall above the tiled dado and the steel windows would be painted white, while the cork board ceiling, wall and floor linings would have a natural cork finish that would sit comfortably and confidently alongside the vibrant wall tiles.

The textured and variegated appearance of the cork linings would be nuanced approach that would reference the colour of the dado rail tile and the original wall colour which were golden buff, and similarly textured and variegated. The cork finish would interpret a key background colour in a sympathetic manner.

The proposed full height glazed partition wall and highlight adjacent to grid line 5 would enable visibility of the coffered ceiling panel beyond. While the new partition wall would intersect with the existing east wall, it would be tucked in behind the existing pilaster. The impact of the partition wall would be minimal, albeit some make good works would likely be required upon its removal at the end of the tenancy. The glazed partition wall would avoid the coffered ceiling sections and intersect with the flat ceiling section.

The proposed Meccaversity is a carefully considered and thoughtful design that allows for maximum visibility of heritage fabric. Where wall tiles and plaster capitals are missing, these would be reinstated or fabricated providing opportunities for Norris' scheme to be appreciated by the public from within the Meccaversity.

*End of memorandum*

Appendix – Existing conditions photos



East wall – tiles to be reinstated/fabricated



East wall alcove - wall tiles and plaster capitals to be reinstated/fabricated



East wall alcove – wall tiles and plaster capitals to be reinstated/fabricated



East wall between grid lines 7 and 9 – tiles to be reinstated/fabricated



Original tiled sill detailing (outside Mecca tenancy)