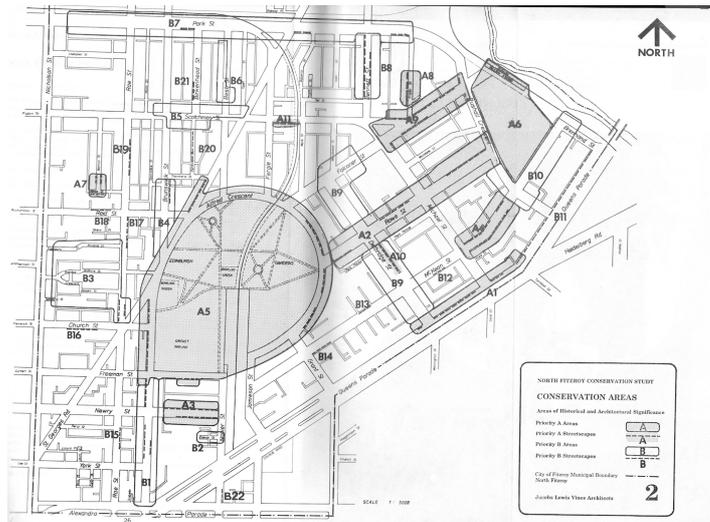


APPENDIX ONE NORTH FITZROY CONSERVATION STUDY JACOBS LEWIS VINES 1978 EXTRACTS



2.3 Conservation Areas:

A1 Queens Parade Precinct

(i) Boundary Definition

Area on North side of Queens Parade between National Bank (270 Queens Pde, corner Delbridge Street) and 376 Queens Parade, north of Michael Street. Within this area the following consistent streetscapes were noted:

Bank and two storey shops 270 - 294 Queens Parade.
Two storey shops 308 - 322 Queens Parade.
Two storey and single storey shops 336 - 356 Queens Parade.
Bank and two storey shops 370, 376 Queens Parade.

(ii) Area Description

It is believed that the significance of the area derives from :

- a. The two bank buildings No. 270 Queens Parade to the west and No. 370 Queens Parade to the east which define the ends of the precinct and frame the mostly two storey shop buildings between.
- b. The consistency of height, setback and building form, being predominantly two storey with rendered masonry facades, built to the boundary.
- c. The intactness and diversity of 19th and early 20th Century facades above the verandah line providing a variety of Victorian and Edwardian window and decorative elements. The continuity of parapets and pediments of first floor level is accentuated by the consistent verandah form.
- d. The remaining 19th Century cast iron column supported verandahs which provide a sense of scale and enclosure to the footpath as well as continuing the proportions of the building facade.
- e. The established street trees which provide contrast and shade against the building facades as well as extending the enclosure of the footpath.

(iii) Building Schedule

The following buildings and their particular elements are considered to contribute to the character of the area

Queens Parade - north west side
270 facade, cement render, with bluestone plinth, parapet, balustrade, decorative cast iron.

(Delbridge Street- cross street)
280 verandah and decorative cast iron, parapet.

282 verandah and decorative cast iron, facade, cement render, parapet

284 facade, red brick cement render, and trim, signwriting on side walls,

286 facade, parapet.

A1 Queens Parade Precinct (CONTD.)

288 verandah, facade, parapet.
290 facade, cement render, parapet.
292-4 facade, cement render, parapet.
298 verandah and decorative cast iron, facade, cement render, . part of
timber profile shop front, parapet.
300-2 verandah and decorative cast iron, parapet.
308 verandah and decorative cast iron facade, cement render, , parapet.
310 verandah and decorative cast iron facade, (boarded over), cement
render, parapet
312 verandah and decorative cast iron, facade, cement render,
parapet.
314 verandah and decorative cast iron, facade, cement render,
stucco trim, parapet.
316 verandah and decorative cast iron, facade, cement render,
parapet.
318 verandah and decorative cast iron, facade, cement render,
320 verandah and decorative cast iron, facade, cement render,
parapet.
322 verandah and decorative cast iron, facade, cement render,
parapet.
330 facade, cement render, parapet.

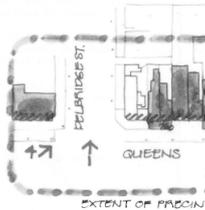
(Michael Street - cross street)
336 verandah and decorative cast iron, facade, cement render,
parapet.
338 verandah and decorative cast iron, facade, cement render,
parapet.
340 verandah and decorative cast iron, parapet.
342 verandah and decorative cast iron, facade, cement render,
parapet.
344 facade, cement render , parapet.
346 verandah and decorative cast iron, facade, cement render,
parapet.
348 verandah and decorative cast iron, facade, cement render,
parapet.
350 facade, cement render, parapet.
352 facade, cement render, parapet.
354 facade, cement render, parapet.
356 facade, cement render, parapet.
362 facade, cement render, parapet.
370 facade, red brick, cement render, trim, slate roof, dormers,
high pitched roof.
376 facade, cement render, timber profile shop front, parapet.

Queen Street Precinct



RELAND ST VISTA | TRANSITION FROM CONTINUOUS 2-3 STOREY BUILDINGS TO VARIETY OF TYPES, HEIGHTS & FORMS

TWO STOREY SHOP (NO. 274) CONTINUOUS HEIGHT SCALE AS WELL AS VISUAL LINK OF BUILDING CONTIGUOUS NON-CONTRIBUTORY BECAUSE OF ALTERATION/RECOLORING OF WINDOW PROPORTIONS ETC.



THE ANTIQUE BANK BUILDINGS (NO. 270) REFLECTS VICTORIAN BUILDING LANGUAGE AND/OR FACADES

HOLLOWAY BUILDING DOMINATES THROUGHOUT 19TH STOREY BUILDING

QUEEN ANNE BANK (NO. 270) DOMINATES THROUGHOUT 19TH STOREY BUILDING

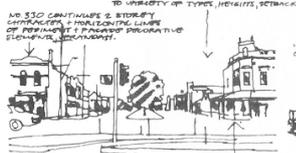
ENCLOSURE & RESTRICTION SCALE OF TRADE & STREET PLANNING

4



RELAND ST VISTA | TRANSITION FROM CONTINUOUS 2-3 STOREY BUILDINGS TO VARIETY OF TYPES, HEIGHTS & FORMS

TWO STOREY SHOP (NO. 274) CONTINUOUS HEIGHT SCALE AS WELL AS VISUAL LINK OF BUILDING CONTIGUOUS NON-CONTRIBUTORY BECAUSE OF ALTERATION/RECOLORING OF WINDOW PROPORTIONS ETC.



MICHAEL ST VISTA | TRANSITION FROM CONTINUOUS 2-3 STOREY BUILDINGS TO VARIETY OF TYPES, HEIGHTS, DISTANCE

NO. 330 CONTINUOUS 2 STOREY CONTRIBUTORY BUILDING LANGUAGE OF PERMANENT & PROTRUSIVE PROTRUSIVE SIGNATURE ELEMENTS

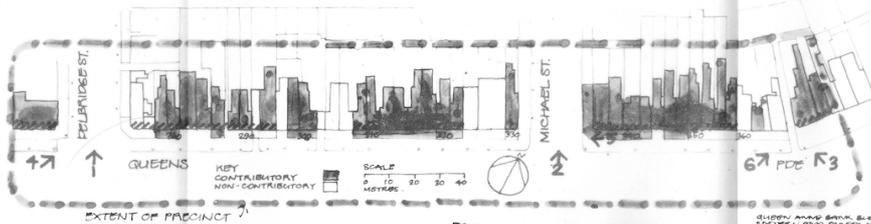
330 - ELABORATE CORNER PLAZA EMPHASISING PERMANENT VERANDAH & LATE CONTRIBUTORY PROTRUSIVE AND VERANDAH POSTS.



QUEEN ANNE BANK (NO. 270) DOMINATES THROUGHOUT 19TH STOREY BUILDING

HOLLOWAY BUILDING DOMINATES THROUGHOUT 19TH STOREY BUILDING CONTINUITY OF PERMANENT & PROTRUSIVE SIGNATURE ELEMENTS

CONTINUITY OF VERANDAH LINE FORMS PERIODICALLY ENCLOSURE



KEY CONTRIBUTORY NON-CONTRIBUTORY

SCALE 0 10 20 40 METERS



67 PDE K3 - INTEREST OF NEW SIGNATURE VERANDAH



QUEEN ANNE BANK (NO. 270) DOMINATES THROUGHOUT 19TH STOREY BUILDING CONTINUITY OF PERMANENT & PROTRUSIVE SIGNATURE ELEMENTS

CONTINUITY OF SCALE & PERIODICALLY ENCLOSURE

A1 QUEENS PARADE Area Description

- The significance of the area derives from:
- (a) the two bank buildings no. 270 Queens Parade to the west and no. 270 Queens Parade to the east which define the ends of the precinct and frame the mostly two storey shop buildings between.
 - (b) the consistency of height, setback and building form, being predominantly two storey with rendered facades, built to the boundary.
 - (c) the intactness and diversity of 19th and early 20th Century facades above the verandah line providing a variety of Victorian and Edwardian window and decorative elements. The continuity of parapets and pediments of first floor level is accentuated by the consistent verandah form.
 - (d) the remaining 19th Century cast iron column supported verandahs which provide a sense of scale and enclosure to the footpath as well as continuing the proportions of the building facade.
 - (e) the established street trees which provide contrast and shade against the building facades as well as extending the enclosure of the footpath.

Objectives

1. To conserve and enhance the street character of the specified period wherever practicable.
2. To retain buildings of the specified period.
3. To maintain/restore the external elements of contributory buildings in/to their original condition.
4. To ensure that infill buildings or alterations to existing buildings shall i) be compatible in scale and character with contributory buildings and ii) maintain the visual and environmental amenity of the area.
5. To promote the 19th Century character of shopfronts with recessed entry.
6. To promote the 19th Century character of a pavement covered with a post supported verandah.
7. To ensure that surface materials/colours visible from the street used in infill buildings or alterations are compatible with those of the specified period.
8. To ensure that signs attached to buildings in commercial areas be compatible with the character of the specified period.
9. To ensure that service meters, switchboards etc. be located to minimise intrusion.
10. To conserve and enhance the 19th Century character of public spaces wherever practicable.

(aryl) Jackson Evan Walker Architects P L

4.3.4 Building Envelope Analysis

The difference in scale between modern buildings and traditional Victorian era buildings is often the most difficult aspect of design. The concern is to relate new buildings and additions to existing buildings to the present scale of the area. It was felt that the building envelope, that is the appropriate maximum and minimum heights and setbacks, could be relatively simply described. This would allow both applicants and administrators to avoid the problems often associated with more complex methods of controlling the profiles of developments.

Following inspection of each precinct, the consultants designated appropriate facade heights for both frontages and laneways, together with suitable upper-level setbacks relative to judgements of maximum permissible heights. To date, the most common technique for profile control has been the sightline. A range of technical problems, including the tendency for the sightline to produce buildings with partly sloping facades has caused the shift to the use of a range of simple vertical and horizontal dimensions to define a zone within which new development may occur. In sensitive areas (Level 1 streetscapes) sightline angles have been particularly surveyed to determine a building envelope that conceals new development behind existing frontages.

The following three diagrams from the consultants' report illustrate the principles described above, together with some potential development strategies. The Building Envelope Controls Map in section 4.4.5 shows the allowable facade heights, upper-level setbacks, and maximum building heights throughout the study area. This map is based on an analysis of the character of the area, which has a predominance of two storey Victorian buildings. The 9-10 metre facade height adopted is equivalent to a normal two storey Victorian facade. The development height and setbacks for this have been based on the specific characteristics of each block, including a consideration of whether rear development should be concealed, partially concealed or visible from the street.

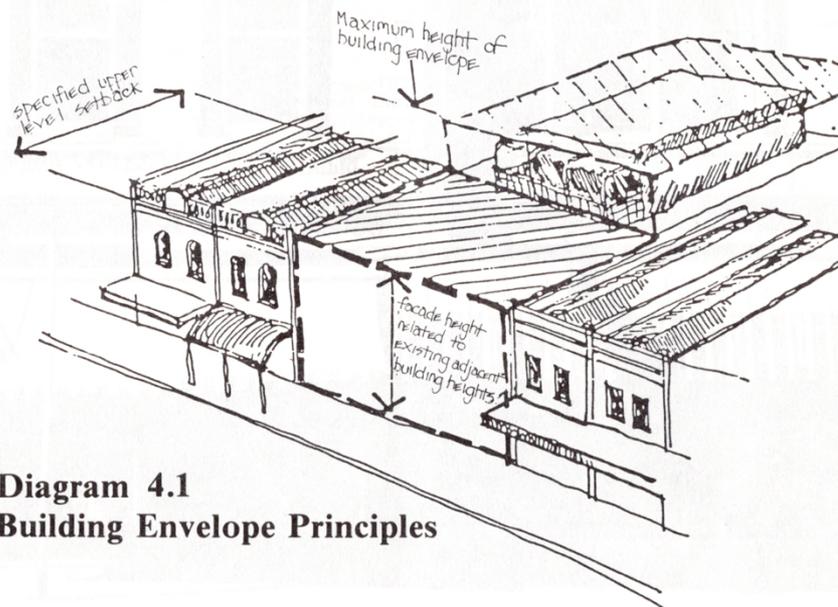
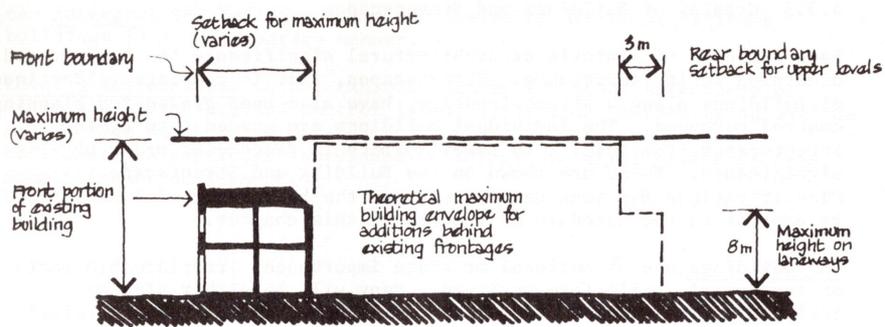
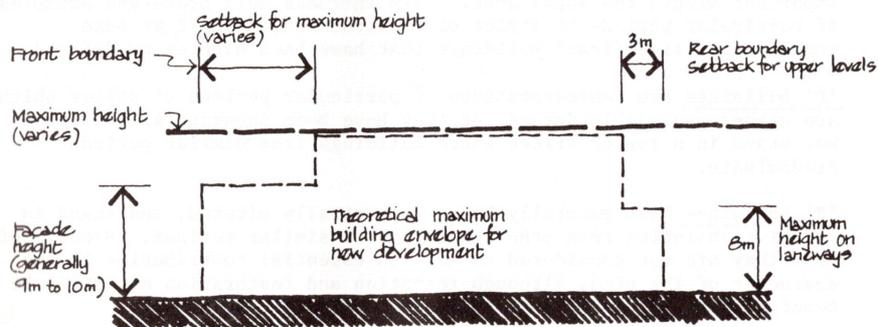


Diagram 4.1
Building Envelope Principles



New rear of site development

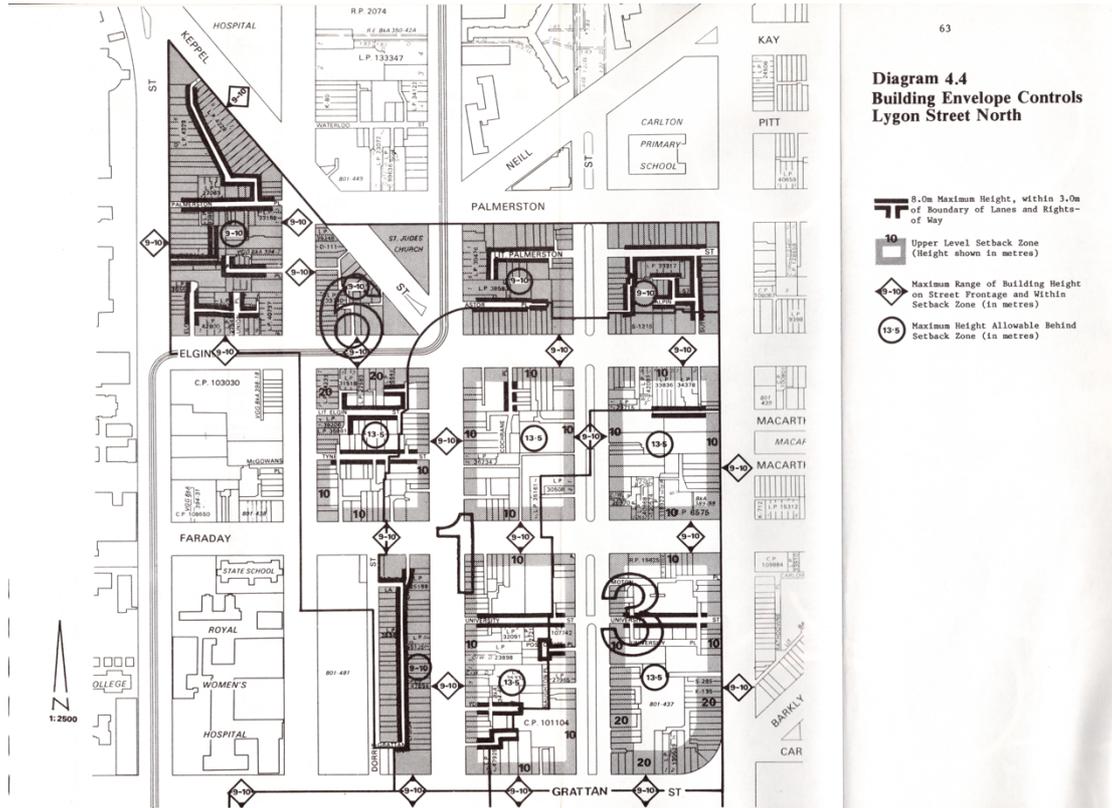


New development on vacant site

The theoretical maximum building envelope shown in the above diagram is an outline within which any development can occur. The actual amount of development achieved will depend on a number of factors including the uses proposed, car parking provision etc. and is unlikely to completely fill the envelope.

Diagram 4.2
Development Control Principles for
Building Envelopes

Diagram 4.4
Building Envelope Controls
Lyon Street North



APPENDIX THREE STATEMENTS OF SIGNIFICANCE

A3.1 QUEENS PARADE SHOPPING PRECINCT

HERITAGE VICTORIA NOMINATION 2019

DRAFT STATEMENT OF SIGNIFICANCE

WHAT IS SIGNIFICANT?

The proposed Queens Parade Shopping Precinct heritage place at Clifton Hill and Fitzroy North extends from just west of the junctions of Delbridge and Wellington Streets with Queens Parade in an easterly direction as far as Turnbull Street on the southern side and to 410 Queens Parade on the northern side.

The proposed area forms part of Heritage Overlay 330 in the Yarra Planning Scheme.

Significant elements include:

- Queens Parade boulevard — including tramlines, service lanes and medians, trees and other plantings, footpaths.
- Bluestone crossings, kerbs and channels.
- Victorian and Federation era buildings on both sides of the street — with glazed shop fronts, and original face brick or rendered upper façades and decorated cornices, parapets, pediments and chimneys.
- The predominant built form (which is related to use) — generally two-storey single-fronted shop-houses, with narrow deep shops on the ground floor and accommodation above.
- Three rows of contiguous shop-houses — Campi's (7), Ryan's (9 remaining of an original 12) and Sallery's (4).
- The continuing use of some of the buildings — despite changes of ownership and tenancy, three shops have had the same use since the 1880s.
- Remaining cast iron supported early verandahs on the north (Fitzroy) side.
- Original and early shop fronts, recessed entries and associated details.
- Surviving original interior details, including stairs, pressed metal ceilings and fireplaces.
- The streetscape — the remarkably original streetscape with regular patterns of two-storey buildings, with repetitive fenestration and strong horizontal lines created by parapets, cornices and string courses, amplified by long runs of verandahs on the north side.
- Views — of the buildings from across Queens Parade, from Mayors Park and from the street intersections, with parapet and roof details set against a wide open sky.
- Views of corner buildings on all four corners of both intersections — including the side views of buildings that face Queens Parade.
- Views to landmark buildings — including the former ANZ bank (VHR H0892), corner shop-houses at 336-338, the former National Australia Bank, and St John's School and Church and the former United Kingdom hotel (VHR H0684) (both outside the precinct).
- The laneways — paved with bluestone pitchers, which provide access to shops and houses.

Section 2 — *Maps and nominated buildings* contains photographs, historical details and descriptions for all contributory buildings. Laneways are shown in yellow on the detailed maps in Section 2.

STATEMENT OF CULTURAL HERITAGE SIGNIFICANCE

How is it significant?

The Queens Parade shopping precinct, Clifton Hill and Fitzroy North is of State historical, aesthetic and associational significance to Victoria.

Why is it significant?

The significance of Queens Parade Shopping Precinct lies in its (endangered) survival as a highly representative and materially intact (80+%) site of late Victorian-early Federation era Melbourne suburban development. The road was laid out as a 60 metre wide boulevard by Surveyor Hoddle, marking the northeastern entry to town from the bush. Building construction funded by the long boom of the gold rush created the typical Melbourne form of tightly-packed terraces of two-storey shop-houses, shaping the rhythmic streetscape that still exists. Its vistas, punctuated by landmark civic and commercial buildings, continue to be framed by rare lines of original verandahs on the north side, and mature trees. The total assemblage generates an unusually spacious aesthetic for a Melbourne shopping strip, and a representative specimen of colonial suburban design.

Comparison to similar places recorded in the Victorian Heritage Register

There are no similar shopping strips included on the VHR. There are numerous such centres covered by Heritage Overlays and there are a number of single retail premises in shopping areas included on the VHR, including the former ANZ Bank building in Queens Parade. However, in this case the whole precinct presents as a largely intact shopping strip dating principally from the late Victorian period. It embraces buildings on both sides of the large and 60 metre wide boulevard that is Queens Parade.

These characteristics were identified 40 years ago in one of the very first heritage studies — the North Fitzroy Conservation Study by Jacobs Lewis Vines, Architects, 1978.

HERITAGE COUNCIL CRITERIA

This section considers the Queens Parade Shopping Precinct against each of these criteria.

(a) Importance to the course, or pattern, of Victoria's cultural history.

Queens Parade, which began as a road to the bush, was transformed by the long boom of the 1860s–90s into a spine of the new suburbs of Clifton Hill and Fitzroy North, in an early and typical dynamic of Melbourne's pattern

of urban growth. Consolidating around the turn of the 20th century thanks to tram and train connections, its development was subsequently overtaken by suburbs further north and east. This left Queens Parade with its well-formed but now 'old-fashioned' shopping strip. Due to its location between the city and the suburbs of the northeast, Queens Parade Shopping Precinct is today a significant representation of colonial Victoria's history of urban form and expansion.

(b) Possession of uncommon, rare or endangered aspects of Victoria's cultural history.

Queens Parade is the only Hoddle boulevard, with its spacious 60m width, to have developed into and sustained a suburban shopping precinct.

Rapid redevelopment across inner suburban Melbourne now endangers the survival of intact examples of characteristic residential-shopping zones.

(d) Importance in demonstrating the principal characteristics of a class of cultural places and objects.

Queens Parade is a remarkably intact late Victorian-early Federation era shopping precinct, composed of characteristic shop-houses, commercial and civic buildings (banks, post office), and corner hotels. The predominant built form of two-storey single-fronted shop-houses, with narrow deep shops on the ground floor and accommodation above, provides clear evidence of the typical uses which continue today. Land utilisation was maximised by constructing narrow terraces which, though relatively small, were highly decorated with stucco mouldings and cast ornaments — typical of the smaller investor who benefited from the long boom, rather than the ‘big end of town’.

More than 80% of the buildings in the precinct are from Victorian and Federation eras, while on the north side there are long rows of remaining cast iron supported verandahs.

(e) Importance in exhibiting particular aesthetic characteristics.

The limited time and style range of Queens Parade buildings produces a cohesive streetscape with a rhythmic pattern of two-storey buildings with verticals defined by pilasters and narrow windows, and strong horizontal lines created by parapets, cornices and string courses, amplified by long runs of verandahs on the north side. The fine streetscape of Queens Parade Shopping Precinct offers vistas from across the wide boulevard, and from street intersections, of the rows of parapets and pediments set against a wide open sky. Mature elm and plane trees punctuate the views, and with the verandahs provide shade and shadow that contrasts with the mainly light-toned masonry.

The community’s valuing of the aesthetics of both sides of Queens Parade was recently demonstrated by hundreds of objections to the City of Yarra’s proposal to allow six-storey development behind and above the street frontage.

(h) Special association with the life or works of a person, or group of persons, of importance in Victoria’s history.

Many of the shop-houses of Queens Parade were built by men and women who had made some, but not a lot of money on the goldfields. Their tenants were traders who lived above the shop; directories show they also took in boarders. The resulting picture of late 19th–early 20th century inhabitation is typical of the petit bourgeois-skilled artisan population who fuelled the long boom. Of these, seven individuals and their extended families have been identified as investors in and inhabitants of Queens Parade in its formative decades (see *Associated People* later in this report). Their connections to the buildings they funded

demonstrate the variety of trades and callings by which entrepreneurs made money out of booming Melbourne – though they didn’t always keep it.

Key amongst them are:

Jeremiah Ryan, an Irish farmer who made a tidy fortune supplying diggers with produce. In 1881 he began to invest the profits in real estate in Clifton Hill and Fitzroy North. Among other projects was a terrace of 12 shop-houses in Queens Parade, built in 1883-84; the central unit was surmounted by a raised pediment declaring it to be ‘Ryan’s Buildings/1884.’ Today it marks the empire of ‘the King of Clifton Hill.’

Abbondio Campi was the third of three brothers who established a specialist business in gilt-framed mirrors, pictures and bevelled glass in 1868. The demand for luxury fittings in booming Melbourne funded his investment in the terrace of ‘Campi’s Buildings’, which began on the corner lot of Gold St with a privately-funded post office in 1883; seven shop-houses followed until 1887.

Thomas Dowd, native of Collingwood, founded a tailoring business in Queens Parade in 1907; in 1909 he had new premises built with his name ‘Thom. J. Dowd & Co/Tailors’ moulded in the pediment (no. 402). The business grew further and moved to Fitzroy in 1929; it survived, thrived and went international in 1938 with Dowd’s brother Arthur and others, as the Hickory Foundation Garment Co.

A3.2 QUEENS PARADE BUILT FORM HERITAGE ANALYSIS & RECOMMENDATIONS REPORT GJM HERITAGE (2017)

5. Queens Parade Precinct, North Fitzroy/Clifton Hill (HO330)

What is significant?

Queens Parade, North Fitzroy from south-west of Delbridge Street to Brennand Street (nos. 264-492); Queens Parade, Clifton Hill from Wellington Street to Turnbull Street (nos. 61-197), Queens Parade Road Reserve from St John the Baptist Church Presbytery to the railway overpass, and Raines Reserve. NOTE: 12 and 14 Brennand Street (not contributory) are included in HO330 in Appendix 8 but mapped in HO327.

History

First established as a track linking Melbourne and Heidelberg in the late 1830s, Queens Parade was one of Melbourne's first major roads. Originally extending from the top of Bourke Street, the route followed an irregular course to the north-east and continued across Merri Creek. The road was surveyed by Hoddle as a substantial three chain (60 metre) wide boulevard, reserved in 1853, and known as Heidelberg Road at the south-west end and Plenty Road further to the north-east and crossing Merri Creek. This thoroughfare to Northcote and Heidelberg formed part of the boundary between Clifton Hill and North Fitzroy and was renamed Queens Parade in the early twentieth century.

Allotments were sold in Queens Parade from 1853, on the northern side, south of Merri Creek as part of the Northcote township reserve. The Scotch Thistle Hotel, the present Terminus Hotel, had been built as part of this township by 1854 and some early bluestone terrace houses remain nearby at the corner of Rushall Crescent. Allotments fronting both sides of Queens Parade sold from 1864, however the street remained largely undeveloped until the construction of buildings such as the Daintons Family Hotel at the corner of Gold Street in 1875 and St John's Roman Catholic Church (now St John the Baptist Church), in 1876.

This thoroughfare between Melbourne and the northern districts experienced a development boom in the 1880s, with commercial functions serving local residents as well as those travelling through, and much of the present building stock in the precinct was constructed at this time. Development on the North Fitzroy (northern) side was predominantly two-storeys, including shops with residences above, such as the building at the corner of Michael Street (336-338 Queens Parade, 1870-1890) and banks, including the National Bank of Australasia (1886) and the three-storey landmark building, the former London Chartered Bank (later the ANZ Bank, 1889). The Clifton Hill (southern) side of the street developed with some shops, large commercial enterprises and some public buildings, including the Post and Telegraph Office (1893), a row of seven shops and residences known as Campi's Buildings (1880s), the State Savings Bank (1889), and the Clifton Hill Hotel (1884) on the south-east corner of Wellington Street.

Public transport was established in the area during the Boom years of the 1880s. A cable tram service was provided along the developing Queens Parade commercial strip in 1887, terminating at the Merri Creek and this was extended to Northcote in 1889. Increasing demand for public transport resulted in the opening of the Royal Park to Clifton Hill railway in 1888.

Development in Queens Parade decreased during the depression years of the 1890s, however a 1904 Melbourne and Metropolitan Board of Works detail plan indicates it was a tree lined commercial street with verandahs over the footpaths on both sides of Queens Parade by that time. Commercial development re-commenced in the early twentieth century, adding an Edwardian presence to the existing Victorian character of the precinct. Edwardian buildings include the Clifton Hill & Northcote United Friendly Societies Dispensary (1914), the Clifton Hill Post Office (c1915-20) and the former

doctor's surgery and residence (c1915). Additionally, a substantial group of detached Edwardian houses were built on the North Fitzroy side of Queens Parade, at the north-east end.

By the close of the Edwardian period (c1918) the streetscape, that continues today to mark the entrance to Melbourne's northern suburbs, had largely been established. Notable Interwar buildings were added to the streetscape in the 1930s including a pair of landmark Moderne buildings at the north-east end - the former United Kingdom Hotel (1937-38), located on the prominent intersection of Queens Parade and Heidelberg Road, and the nearby Clifton Motors Garage (1938 façade).

Extensive beautification took place in the inter-war period in the form of landscaping and further street tree plantings. Grassed median strips were planted with plane and elm trees at the western end and a triangular garden (Raines Reserve, originally Rain's Reserve) was created at the junction with Heidelberg Road.

Description

The main development period of the Queens Parade Precinct is from the 1870s to c1920 and the streetscape largely dates to this period. A small number of buildings from both earlier and later periods make a contribution to the precinct. A number of individually significant buildings are contained within the precinct, dating predominantly from the 1870s-1920 period.

Buildings are predominantly attached Victorian and Edwardian shops and residences. They are predominantly two-storey with some single-storey shops interspersed. Towards the north-eastern end of the precinct are a row of detached single and two-storey residences, predominantly from the Edwardian period.

Elements that contribute to the significance of the place include (but are not limited to):

- The wide, open boulevard character with associated landscaping (including Raines Reserve, the planted medians, bluestone pitched road paving, crossings, stone kerbs and channels, and asphalt paved footpaths).
- Views afforded to significant buildings in and beyond the precinct (St John the Baptist Church, former ANZ Bank building, and former United Kingdom Hotel)

- The consistent Victorian and Edwardian commercial character of the precinct, which includes:
 - - A consistent two-storey scale with some single-storey buildings
 - - A variety of simple and some highly decorative façade parapets, with pitched roofs behind
 - - No front or side setbacks
 - - Face red brick or rendered walls
 - - Rendered window frames, sills and hoods to upper stories
 - - Rendered ornament to upper stories
 - - Brickwork with corbelled capping courses
 - - Strong horizontal lines formed by parapets, cornices, string courses
 - - Repetitive upper floor fenestration patterns
 - - Corrugated iron, slate and terracotta tiled roof cladding
 - - Decorative chimneys (some with pots)
 - - Original post-supported street verandahs
 - - Shop fronts with display windows, timber or tiled plinths, and entry recesses.
- The predominantly Edwardian residential character at the north-eastern end, which includes:
 - - Steeply pitched gabled or hipped roofs, predominantly with terracotta tiles and terracotta

ridge capping and/or finials
 - - Prominent, often highly decorative brick chimneys
 - - Prominent gable ends
 - - Predominantly red brick construction
 - - Front gardens

How is it significant?

Queens Parade, North Fitzroy/Clifton Hill is of local historical, architectural and aesthetic significance to the City of Yarra.

Why is it significant?

The Queens Parade Precinct is located on a major thoroughfare that has linked Melbourne to the northern suburbs since the 1830s. It is centred on one of Melbourne’s early reserved boulevards, having been surveyed by Hoddle and reserved in 1853. The wide boulevard retains distinctive median strip landscaping from the twentieth century, including Raines Reserve. The Queens Parade Precinct is an intact turn of the century ‘High Street’ that has functioned continuously as a key commercial centre since the 1870s. It contains a substantial collection of intact commercial buildings, predominantly from the Victorian and Edwardian periods, including shops and associated residences, hotels and other commercial and civic buildings, as well as a group of detached Edwardian residences at the north- eastern end. Together these buildings demonstrate the development of this ‘High Street’, particularly from the 1870s to c1920 when substantial growth along the boulevard occurred, and are illustrative of the enduring role the street has played in the economic and social life of North Fitzroy and Clifton Hill since the establishment of the suburbs [Criterion A].

The highly intact streetscape of the Queens Parade Precinct clearly demonstrates the principal characteristics of a major turn of the century 'High Street' in the City of Yarra. Typical characteristics – including predominantly two-storey Victorian and Edwardian wall heights, parapeted rendered or red brick facades with repetitive upper floor fenestration, and ground floor shopfronts – are displayed in the original forms, fabric and detailing of many of the buildings. The streetscapes on the northern side of Queens Parade from Delbridge Street to 410 Queens Parade and on the southern side of Queens Parade from Wellington Street to 169 Queens Parade are particularly intact and are highly consistent in their architectural form and expression, forming a cohesive and significant streetscape. A group of detached houses at the north-eastern end of the precinct are intact and consistent in their Edwardian character and form [Criterion D].

The Queens Parade Precinct contains a number of landmark and individually significant buildings which are well considered and carefully detailed examples of commercial and civic buildings. These include, among others, the prominent three-storey Former London Chartered Bank of Australia Ltd (later ANZ Bank building), 370-374 Queens Parade, the former Daintons Family Hotel (139 Queens Parade, built 1875), the former Melbourne Savings Bank (97-99 Queens Parade, built 1889), former National Bank of Australasia (270 Queens Parade, built 1886), Ryans Building (314 Queens Parade, built 1884), Campi's Buildings (149-167 Queens Parade, built c1880-c1890) and the corner shop at 336-338 Queens Parade, North Fitzroy (c1870-c1890). Key views to the local landmarks of the St John the Baptist Church complex and the Former United Kingdom Hotel, 199 Queens Parade, which bookend the precinct are afforded from within the precinct [Criterion E].