

VICTORIA PARADE EAST PRECINCT

205-219 VICTORIA PARADE, COLLINGWOOD, 3066



205-219 Victoria (GJM Heritage, March 2020).

DATE: 27 August 2020

FILE: 2020-008

VICTORIA PARADE EAST PRECINCT

205-219 VICTORIA PARADE, COLLINGWOOD

Place type: Commercial shops & residences	Architect: Not known
Construction Date: Victorian period	Builder: Not known
Recommendation: Include in the Heritage Overlay as a heritage precinct comprising seven (7) 'Contributory' buildings	Extent of Overlay: To the extent of the property boundaries including the rear laneway. Refer to the plan at Figure 13.

Precinct History

Commercial development within the Victoria Parade East Precinct commenced in the 1860s, with three timber shops built by 1870 (S&Mc; RB). The Sands & McDougall Directories and Rate Books appear to indicate that the current structures at 211 and 219 Victoria Parade were the first brick buildings constructed in the row. They were constructed in the early-to-mid 1870s for Daniel and Richard Roberts to replace earlier timber buildings in these locations (no. 211 appears to be incorrectly shown as a timber building in the 1897 Melbourne and Metropolitan Board of Works [MMBW] plan at Figure 1). In the 1870s, other occupants of the row included a general dealer and fruiterer and greengrocer (in timber shops), and a timber and stone workshop at the corner of Islington Street. At the far east end of the block, on the corner of Hoddle Street (outside of the precinct, since demolished), was the Junction Hotel that was established in the early 1870s.

The remainder of the row was constructed in the 1880s, with the rate books listing seven brick shops within the precinct by 1884. These shops were built for three owners – the aforementioned Daniel Roberts (current 215-219) and Richard Roberts (current 211-213), and William Pearce (current 205-209) (RB). The property at 211-213 Victoria Parade, owned and occupied by Richard Roberts, bootmaker, was addressed as one property at this time (no. 205). The Net Annual Value of Roberts' property increased in the early 1880s, suggesting works to the property. In the 1880s, occupants within the precinct included a haberdasher, milliner, bootmaker, leather seller, plumber, tobacconist and furniture broker (S&Mc).

The 1897 and 1899 MMBW plans (Figures 1 and 2) show the developed commercial strip, and the original extent of the block before the eastern section was demolished in the 1970s to make way for the expansion of Hoddle Street. The 1899 plan shows the earlier address numbers, with the buildings at the current 205-219 Victoria Parade addressed as 199-213, with no shopfront verandahs to the row. The 1897 plan suggests that the current 211 Victoria Parade was constructed of timber at that date (with horizontal hatching), however the rate books record the building as brick.

Between 1907 and 1910 the numbering along Victoria Parade changed, establishing the current address numbers. Occupants of the commercial row in 1905 comprised a hairdresser and tobacconist, bookseller, bootmaker, leather dealer, news agent and stationer, confectioner and plumber. The strip retained its commercial character throughout the twentieth century. In the early 1970s the buildings east of the precinct were demolished to facilitate the widening of Hoddle Street (S&Mc).



Figure 1. The commercial strip in 1897. The extent of the precinct is indicated in green. Diagonal hatching indicates a brick or stone building, while the horizontal hatching indicates a building constructed of wood (MMBW No 28, dated 1897)

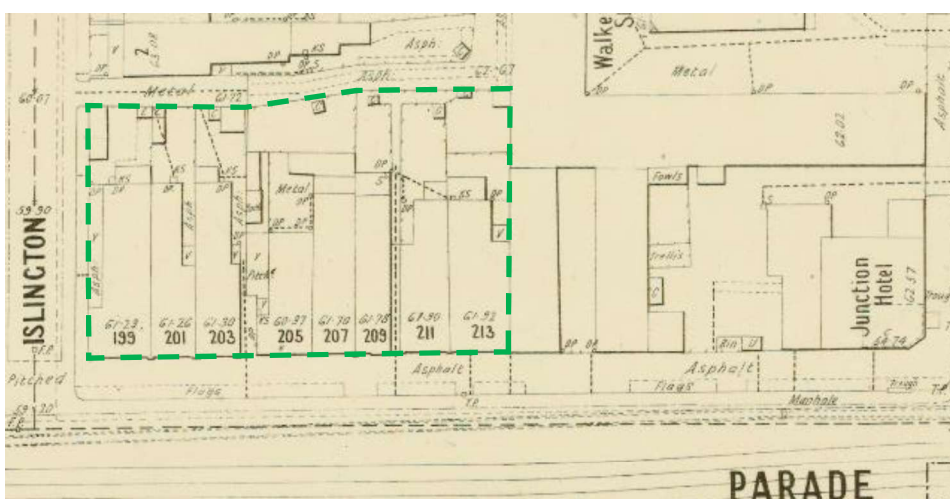


Figure 2. The commercial row in 1899. The extent of the precinct is indicated in green. Nos. 199 to 213 shown are the current 205-219 Victoria Parade (MMBW DP No. 1210, dated 1899)

Historical Themes

The place illustrates the following themes as outlined in the *City of Yarra Thematic History* (1998):

4.0 Developing local economy

- 4.4 Smaller Retailers: Strip Shopping

Description

The row of commercial buildings at 205-219 Victoria Parade is in the inner-northern suburb of Collingwood on the north side of Victoria Parade and to the west of the intersection with Hoddle Street. The row is bordered by Islington Street to the west and a bluestone laneway to the north. A small grassed reserve to the east separates the row from Hoddle Street. The buildings have no front or side setbacks but a narrow pedestrian laneway separates nos. 209 and 211. All buildings are of brick construction and have rendered facades with roofs set behind parapets.



205

207-209

211-213

215-219

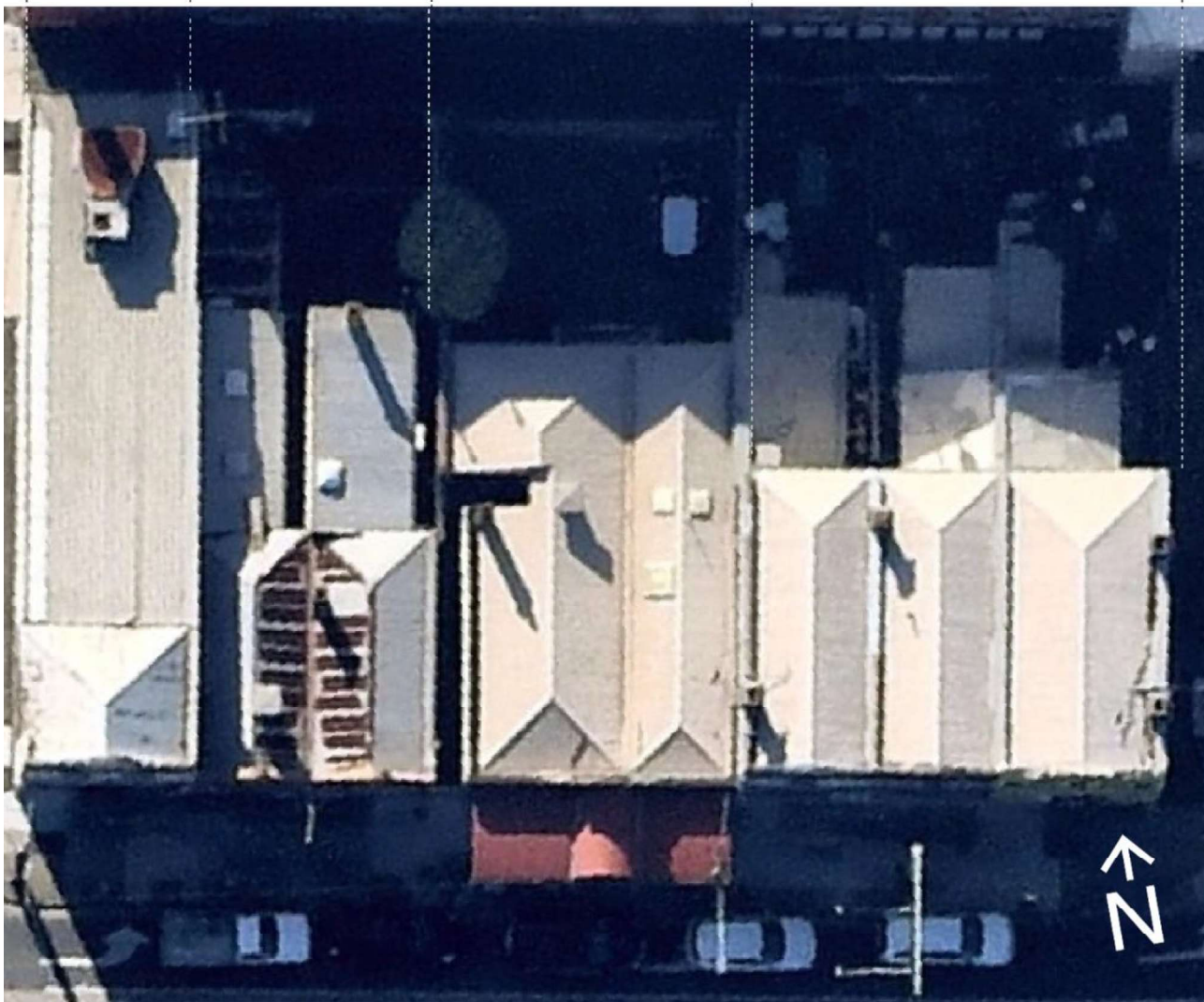


Figure 3. Victoria Parade elevations and aerial photograph (aerial photograph source: Nearmap)

205 and 207-209 Victoria Parade

205-209 Victoria Parade comprises three shops constructed as a group. 205 is a two-storey shop-residence, and 207-209 are two single-storey shops. The shops are of rendered masonry construction, each with a hipped roof clad in corrugated sheet metal concealed behind a parapet featuring semicircular pediments to each address. The upper façade of no. 205 contains two timber-framed sliding sash windows with moulded

surrounds, and the ground floor façade has been modified through the introduction of shopfront glazing, which flank the central recessed entry. At 207-209, large shopfront glazing is also present, and the recessed entrance to each of 207-209 is adjacent to the party wall the properties share. The party walls featured vermiculated semicircular corbels. Lions heads are present above these at the central and eastern party walls. A narrow easement is located immediately to the east of the building, and a later two-storey addition has been constructed to the rear of no. 205.

211-213 Victoria Parade

211-213 Victoria Parade comprises a single-storey shop with canopy to the street. The building is a rendered masonry structure with two hipped-roof volumes clad in corrugated sheet metal concealed by a low parapet with dogtooth brick course and a simple central pediment. The western hip of the roof is wider than the eastern hip and has a corbeled chimney with cylindrical terracotta pot. The street façade is punctuated with large expanses of timber-framed shopfront glazing. The entrance is centrally located with a half-glazed four-panel timber door. The verandah is a later addition and comprises a central barrel-vault over the entry, which is clad in painted corrugated metal, with concave sections to either side and decorative cast iron valances and brackets. The rear of the site is at-grade carpark, accessed from the rear laneway via Islington Street. A narrow easement is located immediately to the west of the building.

215-219 Victoria Parade

215-219 Victoria Parade comprises a row of three two-storey shop-residences. The buildings are of rendered masonry construction with the three facades exhibiting the same detailing to the parapets and window openings and surrounds. Party walls are articulated at the upper and lower string course by moulded corbels featuring a Queen's head motif. One of four urns to the parapet remains extant, and each shop features its own pediment. Three rendered brick chimneys remain extant – two at the east elevation of 219 and one to the west elevation of 215.

The upper-storey windows of each shop have identical moulded surrounds, with one central window to each of nos. 215 & 217 and a pair of centrally positioned windows to no. 219. Nos. 215 & 217 contain non-original timber-framed windows and no. 219 appears to retain the original timber-framed sliding sash windows. The shopfronts at ground floor level have been modified through the introduction of shopfront glazing. The recessed entries at nos. 215 & 217 are located to the east of the shopfront window while the entry to no. 219 is centrally located. An additional door is located to the east of the main entry of no. 215 and comprises a later timber door with fanlight above. Various single-storey structures are located to the rear of the building.



Figure 4. The precinct as viewed from the road reserve at the centre of Victoria Parade, looking northeast. Islington Street at left.



Figure 5. Looking northeast to 211-213 Victoria Parade, with canopy at front, and 215-219 Victoria Parade at right.

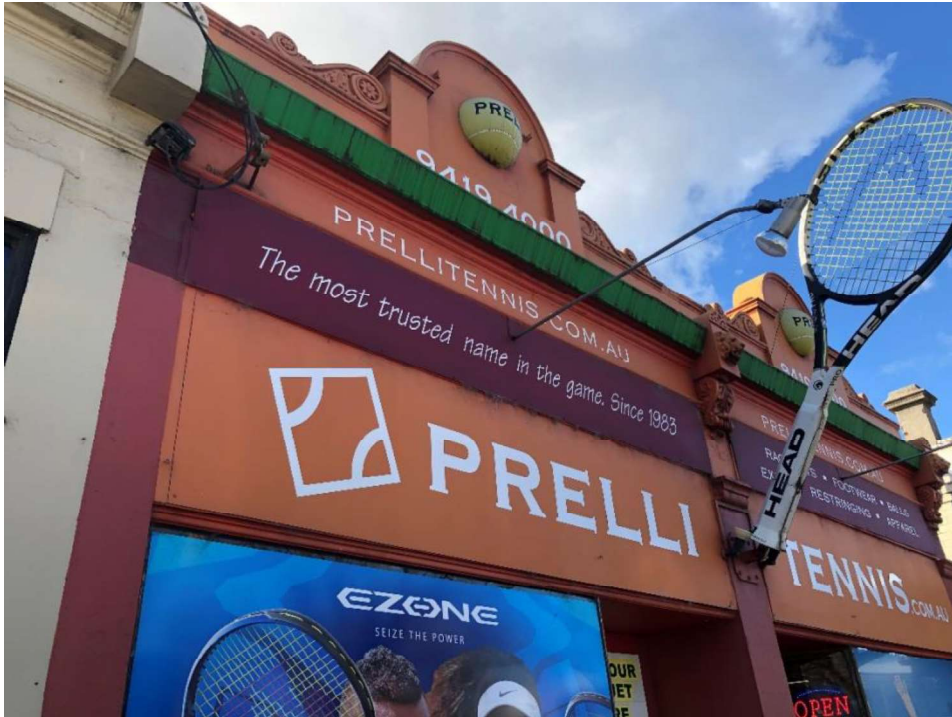


Figure 6. 207-209 Victoria Parade, showing extant parapets and lion's head moulding to party wall.



Figure 7. Looking east to the canopy at 211-213, showing later steel structure above cast iron verandah posts.



Figure 8. Looking southwest to the rear of 215-219 Victoria Parade, showing extant chimneys to the east elevation and single-storey outbuildings (at right).

Integrity/Intactness

The buildings retain a high degree of integrity to the Victorian period in fabric, form and detail. While the buildings have undergone some alterations, including the replacement of windows and doors, the loss of shopfronts at street level, the loss of some decorative detailing, and the construction of a verandah canopy at no. 211-213, these do not diminish the ability to understand and appreciate the precinct as a highly intact row of Victorian commercial premises.

Comparisons

The row of commercial premises at 205-219 Victoria Parade, Collingwood are of note as an intact and representative row of Victorian-era commercial buildings, constructed in the City of Yarra.

Substantial numbers of commercial buildings were constructed in the City of Yarra in the 1870s and 1880s. Those of the late nineteenth century typically incorporated classical elements and motifs into symmetrical parapeted facades with varying degrees of elaboration. Rendered facades were most common, with some facades of red brick and contrasting render and others of polychromatic brickwork. Rendered decoration, in the form of classical elements such as cornices, architraves, balustrading, urns, stringcourses and pediments, was commonly applied to facades. Windows were typically rectangular, sometimes arch-headed, and these were repeated regularly across upper facades.

Commercial buildings from this period were most commonly of two-storeys, with some single-storey and three or four-storey premises constructed. They were typically built as rows of attached buildings, as pairs, or as individual buildings with no side setbacks from adjoining properties and no front setback.

Within the City of Yarra, large numbers of commercial premises built in the Victorian periods are included in the Heritage Overlay as individually significant and contributory places within precincts. Comparative groups of buildings within existing, larger precincts, which broadly display characteristics similar to the precinct at 205-219 Victoria Parade, include amongst others:

- 409-417 Swan Street, Richmond (Burnley Street Precinct, HO474)



- 91-101 Swan Street, Richmond (Swan Street Precinct, HO335)
- 129-141 Bridge Road, Richmond (Bridge Road Precinct, HO310)
- 178-186 Bridge Road, Richmond (Bridge Road Precinct, HO310)
- 97-135 Church Street, Richmond (Church Street North Precinct, HO454)
- 233-251 Victoria Street, Abbotsford (Victoria Street West Precinct, HO444).



Figure 9. 409-417 Swan Street, Richmond (Burnley Street Precinct, HO474) (Google, Feb 2017).



Figure 10. 91-101 Swan Street, Richmond (Swan Street Precinct, HO335) (Google, Oct 2016).



Figure 11. 129-141 Bridge Road, Richmond (Bridge Road Precinct, HO310) (Google, Nov 2016).



Figure 12. 178-186 Bridge Road, Richmond (Bridge Road Precinct, HO310) (Google, Oct 2016).



Figure 13. 97-135 Church Street, Richmond (Church Street North Precinct, HO454) (Google, Oct 2016)



Figure 14. 233-251 Victoria Street, Abbotsford (Victoria Street West Precinct, HO444) (GJM, September 2017).

Like these places, the row at 205-219 Victoria Parade, Collingwood displays a range of characteristics which have strong associations with the Victorian period and the precinct remain highly intact to demonstrate these associations.

The commercial row at 205-219 Victoria Parade demonstrate the following Victorian characteristics:

- A variety of simple facade parapets, with pitched roofs behind;
- No front setbacks;



- Rendered walls;
- Rendered window frames, sills and hoods to upper storeys;
- Horizontal lines formed by parapets, cornices, and string courses; and
- Repetitive upper floor fenestration patterns.

Assessment Against Criteria

Following is an assessment of the place against the recognised heritage criteria set out in *Planning Practice Note 1: Applying the Heritage Overlay* (August 2018).

Criterion A: Importance to the course or pattern of our cultural or natural history

The Victoria Parade East Precinct, comprising 205-219 Victoria Parade, Collingwood, is illustrative of the historical development that occurred along a major, early commercial thoroughfare in the City of Yarra, particularly in the ‘boom’ period of the 1880s.

Criterion D: Importance in demonstrating the principal characteristics of a class of cultural or natural places or environments (representativeness)

The Victoria Parade East Precinct, comprising 205-219 Victoria Street, Collingwood is an intact, representative example of a row of Victorian commercial premises. The buildings clearly demonstrate the principal characteristics of nineteenth century development found along major thoroughfares within the City of Yarra and display typical features of the Victorian architectural style popular in Collingwood and across Melbourne more broadly, including parapeted facades with repetitive upper floor fenestration, rendered facades with decorative moulding and ground floor shopfronts.

Grading and Recommendations

It is recommended that the precinct be included in the Heritage Overlay of the Yarra Planning Scheme as a heritage place comprising seven ‘Contributory’ buildings.

Recommendations for the Schedule to the Heritage Overlay (Clause 43.01) in the Yarra Planning Scheme:

External Paint Controls?	No
Internal Alteration Controls?	No
Tree Controls?	No
Outbuildings or Fences not exempt under Clause 43.01-3?	No
Prohibited Uses Permitted?	No
Aboriginal Heritage Place?	No

Extent of the Recommended Heritage Overlay

To the property title boundaries, as indicated by the polygon on the aerial below.





Figure 15. Recommended Extent of Heritage Overlay
(Basemap Source: Nearmap, June 2020)

References

Hodgkinson, Clement, Noone, John, and Wilkinson, John, (1858), Plan shewing the streets and buildings in existence in East Collingwood on January 1st 1858 : with schedule of heights of bench-marks above low water datum at Queen's wharf [cartographic material]. Printed by De Gruchy & Leigh [Melbourne].

Melbourne and Metropolitan Board of Works (MMBW): Map No 28, dated 1897; Detail Plan No. 1210, dated 1899.

Sands & McDougall Directories (S&MC).

Rate Books (RB): Borough, then City of Collingwood, Barkly Ward, South Glasshouse Division: 1864, entries 137-140; 1870, entries 157-161; 1876, entries 172-177; 1879, entries 178-182; 1882, entries 178-182; 1883, entries 176-182; 1884, entries 181-187; 1885, entries 182-188; 1888, entries 234-241; 1893, entries 235-243; 1898-1900, entries 225-233.

Victoria Parade East Precinct, 205-219 Victoria Parade, Collingwood Statement of Significance, August 2020

Heritage place: Victoria Parade East Precinct,
205-219 Victoria Parade, Collingwood, 3066

PS ref no.: HO TBC



What is significant?

The terraced row of late nineteenth century shop residences at 205-219 Victoria Parade, Collingwood.

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

- The terraced row's form, materials and detailing from its Victorian era period of construction, including its Victoria Parade elevation, fenestration, decorative parapets, mouldings and other details.
- Original roof forms and chimneys.
- Cast iron elements of the verandah to nos. 211-213 Victoria Parade.

The later (twentieth century) additions including rear additions, later shopfront glazing and the steel structure above the cast iron verandah posts to nos. 211-213 Victoria Parade are not significant.

How is it significant?

The Victoria Parade East Precinct at 205-219 Victoria Street is of local historical and architectural (representative) significance to the City of Yarra.

Why is it significant?

The Victoria Parade East Precinct, comprising 205-219 Victoria Parade, Collingwood, is illustrative of the historical development that occurred along a major, early commercial thoroughfare in the City of Yarra, particularly in the 'boom' period of the 1880s (Criterion A).

The Victoria Parade East Precinct, comprising 205-219 Victoria Street, Collingwood is an intact, representative example of a row of Victorian commercial premises. The buildings clearly demonstrate the principal characteristics of nineteenth century development found along major thoroughfares within the City of Yarra

and display typical features of the Victorian architectural style popular in Collingwood and across Melbourne more broadly, including parapeted facades with repetitive upper floor fenestration, rendered facades with decorative moulding and ground floor shopfronts (Criterion D).

Primary source:

Victoria Parade: Heritage Analysis and Recommendations, GJM Heritage, August 2020