

Name	Shops	
Address	233-251 Victoria St., Abbotsford	Extent of Overlay 
Place Type	Shops and residences above	
Survey Date	October 2012 (external inspection only)	
Date of Construction	1875/76, 1882, 1885	
Recommendation	Include in the Victoria Street West Precinct: Nos. 233, 235, 237, 239, 241, 243, (Contributory). Nos. 245, 247, 249 and 251 Victoria Street (Individually significant).	

Intactness Good Fair Poor

PHOTOS



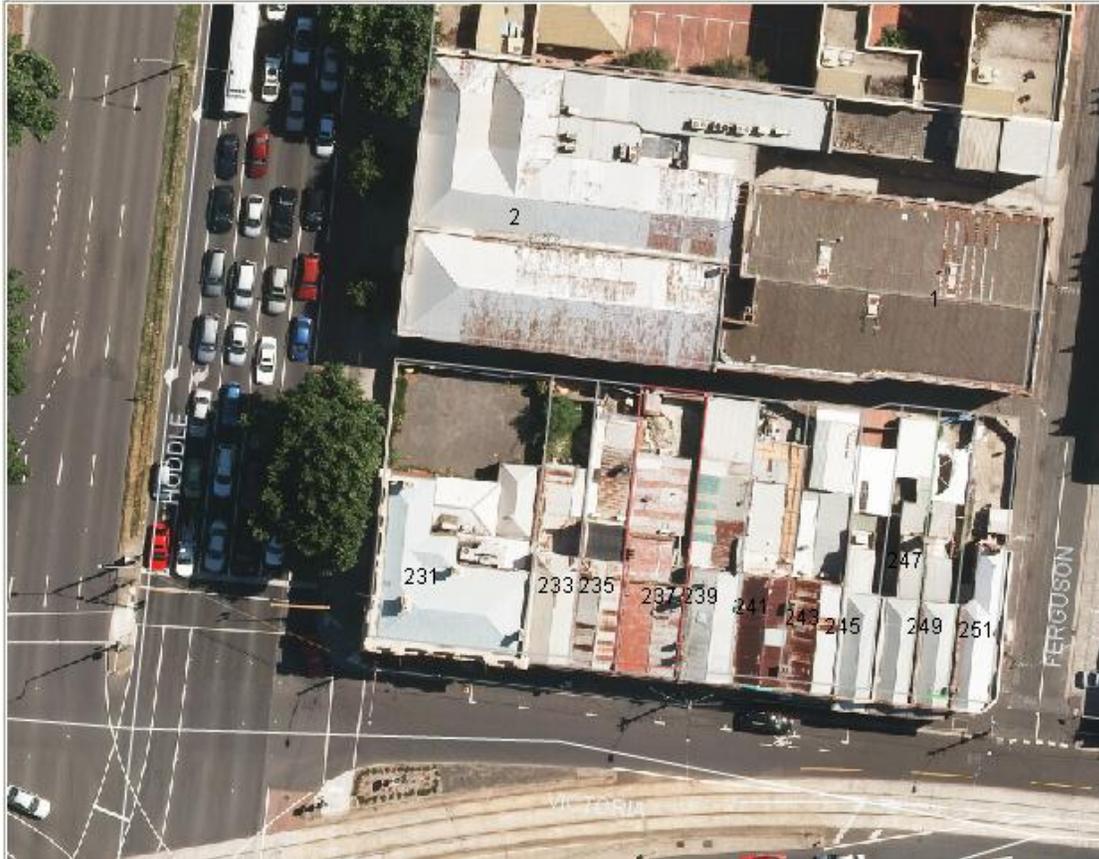
Nos. 233-235 form a pair. No. 239 (arrowed) forms part of an identical group together with 241 and 243 to the right (east).



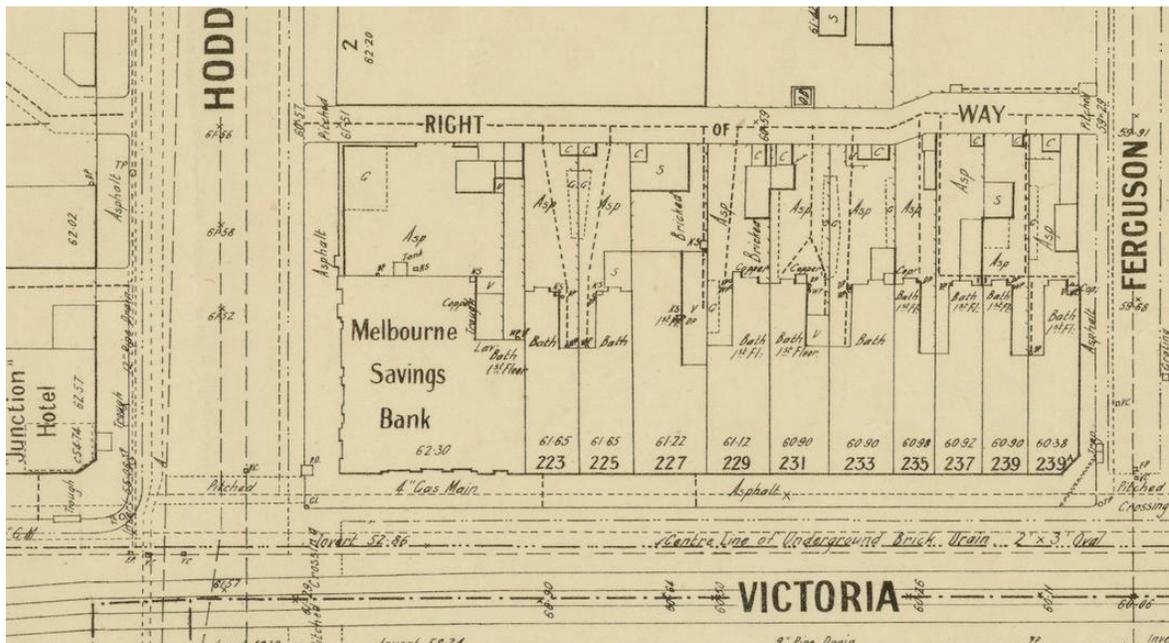
View of the western part of the block showing part of the grouping of the shops which are integral to the setting of the bank. In addition each shop reinforces the aesthetic and historical significance of the others in the block. See also the photograph below. (Source: Google Earth)



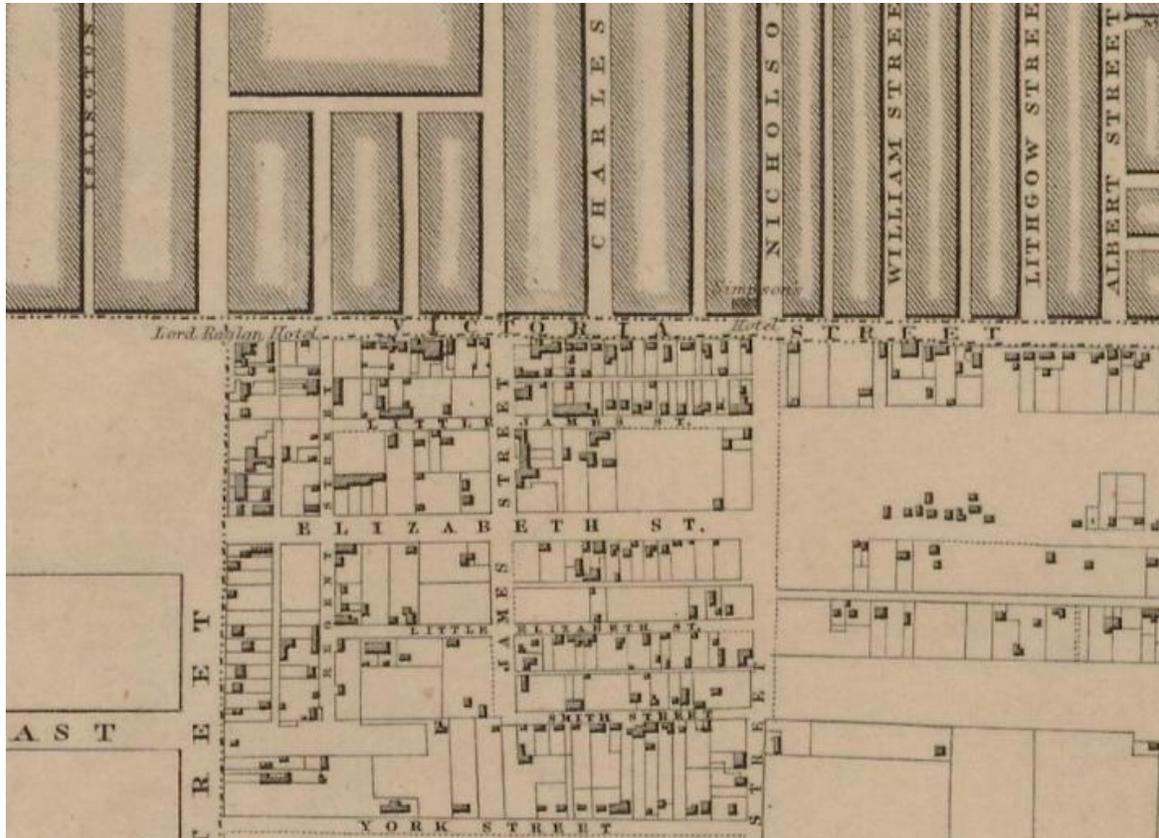
Nos. 251– 245 (R to L). The four gabled buildings form a group with unusual, most likely unique, detailing.



No. 231 is the former Melbourne Savings Bank on the corner of Hoddle St.
 Source: City of Yarra GIS.



Melbourne and Metropolitan Board of Works detail plan, 1311, City of Collingwood, 1901.
 1:480 scale plans (detail plans) 40 feet to 1 inch.



Kearney's Map of Melbourne and Its Suburbs (1855)

History

By 1853-54, soon after the discovery of gold, sales of crown land provided an impetus for the rapid spread of the suburbs. In 1855, Richmond, Emerald Hill (South Melbourne) and East Collingwood broke away from the City of Melbourne and established themselves as separate municipalities. Punt Road (Hoddle Street) and Victoria Street (originally known as Simpson's Road¹) formed two of Richmond's boundaries, the third being the Yarra River.² Victoria Street also formed the southern boundary of East Collingwood, which extended westwards to Smith Street and included Abbotsford and Clifton Hill.

Kearney's *Map of Melbourne and Its Suburbs* (1855) shows the main streets laid out and with Richmond taking shape while Collingwood remains undeveloped.³

By 1862 Collingwood's population had risen to 12,600 while Richmond's had increased to 11,000.⁴ The need for shops to service both populations was obvious.

Early development in Richmond in the 1830s and 1840s provided something of "a country retreat for Melburnian gentlemen" however this idyll soon was supplanted by the return of unsuccessful hopefuls from the goldfields, newly arrived immigrants and the development of industry.⁵ Richmond became a working class suburb.

The early development of Collingwood was influenced by its low-lying topography at the bottom of the "Collingwood Slope" (east of Smith Street), and extending over the river flats. Lying outside the jurisdiction of the *Act for regulating Buildings and Party Walls, and for preventing mischiefs by fire in the City of Melbourne* (1849) (Melbourne Building Act),

Collingwood soon became blighted by cheap timber cottages, often jerry-built, and the evils of poor drainage which together sparked an unsanitary and unhealthy environment. Abbotsford was slightly better.

Like Melbourne and the existing suburbs, Richmond and Collingwood experienced a concentrated period of growth in the 1870s and 1880s.⁶ This was in part due to high rents in the Melbourne retail areas and a general increase in population. The pattern of development of Abbotsford and the north side of Victoria Street was generally similar to that of Richmond to the south. In the surrounding areas small timber or masonry buildings occupied most of the allotments together with some factories. Shops often included residential accommodation. Without refrigerators, people shopped mostly every day for foodstuffs.⁷ Unlike Smith or Swan Streets, Victoria Street did not attract the large emporia, remaining more as a neighbourhood street with retail shops and with small manufacturers making retail goods.

The following analysis of the block on the north side of Victoria Street, between Ferguson (previously Regent) and Hoddle Streets, is based on the Collingwood Rate Books. Sometimes the script in the books is poorly written or otherwise somewhat obscured and thus the names are sometimes undecipherable. In addition, research through successive years indicates that some errors and inconsistencies have been made in the records and thus reliance is necessarily placed on their interpretation. Land titles have not been searched.

In 1864, the northern stretch of Victoria Street between Hoddle and Ferguson Streets contained three brick houses. One was occupied by William Russell, Gentleman and the others by Thomas Langley a carpenter, and August Wernecke [?], a cabinetmaker who also owned his dwelling. Joseph Podmore owned the other two.⁸ Another house had appeared by 1865.⁹ Later Rate Books indicated that they comprised three rooms other than for Wernecke's which had five or six rooms and this is variously reflected in the Nett Annual Value (NAV). The first shops may have appeared in 1872 when two brick shops are listed.¹⁰ Certainly by 1875 three properties containing a brick house and shop are listed in addition to a brick cottage.¹¹ In 1876 they are listed as shops. These shops were towards the Ferguson Street end of the block and are probably the current Nos. 245, 247, 249 and 251, i.e. MMBW 235, 237, 239 and 239A, Victoria Street. They were rated at a NAV of £28, 24 and 22 (east to west) and this corresponds with Nos. 239 and 239A being a single property. Occupants of the shops were a blind maker, listed elsewhere as a Venetian blind maker, a dyer and an engineer, while the cottage was owned and occupied by long-time resident William Haber, variously described as a labourer, brickmaker and drayman. Three shops continued to be listed first in the *Rate Book* from 1875 until 1884, as the assessor walked from east to west. The three properties were consistently owned by various Podmores (one) and Oscar Gruenent (two).

A coach builder, William Schafer, is first listed in 1877 at the western end of the group in 1877 as occupying a brick house and enclosed land. The following year Schafer is listed as occupying a workshop on land owned by Haber.¹² Up until 1878 the individual premises were occupied by manufacturers rather than retailers. In 1878 a furniture dealer (George Manning) and a bootmaker (William Mateou[?]) occupied a shop each. During the next few years a fishmonger and hairdresser moved in as the nature of the street changed.¹³

Of interest is the number of German and Danish-sounding names of owners and owner/occupiers in this block particularly during the 1860s and 1870s: August Wernecke (?), possibly William Haber, Diderick Henner, Oscar Gruenent(?), possibly William D Schafer and possibly William Mateou (?). This is in contradistinction to the names of the occupants which were Anglo-Saxon.

In 1881, another brick shop, with a 40ft (12.192 metres)¹⁴ is recorded west of Schafer and then three lots of vacant land with 20ft (6.096 metres) frontages are recorded further west. This shop is most likely to be No. 237 Victoria Street which was first occupied in 1882 by a baker (John Preacher or Preston?).¹⁵ The land was owned by Frederick Simpson and was rated at a NAV of £50. A bakery remained there until at least 1899. Beyond (west) the bakery were three lots of vacant land each with 20ft (6.096 metres) frontages. The frontage of the westernmost lot, recorded in 1882 as being 20ft (6.096 metres), was listed in 1883 as being 40ft (12.192 metres). The Rate Book for 1884 is unclear regarding the land between the baker and the bank site but in 1885 two shops with a NAV of £60 each are listed in this location. These are most probably No. 233 and 235 Victoria Street. They were owned by George Wharton, notable architect, and were occupied by William Paton (Eaton?) a traveller and Francis Beyer a hairdresser.¹⁶ Although no further information has been located, it is almost certain that Wharton designed these shops as he did at Nos. 239 – 243 and also the bank at No. 231. The foundations of the Melbourne Savings Bank were laid in 1884, on the westernmost recorded site, and the building was completed by 1885 when the NAV was £300.¹⁷

In 1884 the three shops which had first appeared at the eastern part of the row in 1875/76 were still there. The easternmost one was still owned by the Podmore family, presumably having passed from Robert to Joseph to John who still had it in 1884. The presumed abutting two shops were both owned by Oscar Gruenet (?) from at least 1873 (possibly 1872) until 1879 but probably until 1882. Oscar Gruenet [sic.] evidently was connected with, or owned, the Star Brewery in Cambridge Street, Collingwood with a Mr. Ball. It had gone out of business by 1891.¹⁸ In 1885 all three [i.e. four] shops, Nos. 245-251, had been acquired by Robert Richardson. Three sites to the west were recorded in 1885 as being owned by George Wharton, prolific architect (b. 1822, arr. early 1840s –d. 1891), and having unfinished brick shops each with a NAV of £60 each. Wharton called for tenders for "building three Shops in Simpson's-road" [i.e. Victoria Street] on 23 April, 1885.¹⁹ These are Nos. 239, 241 and 243.

Reportedly designing over 360 houses, commercial and religious buildings, included in Wharton's voluminous oeuvre are also banks *viz.* Melbourne Savings Banks (231 Victoria St., Abbotsford, 1883-84 and Carlton, 1886), Summerland (St. Kilda, 1852), the Grace Darling Hotel (Collingwood, 1854, VHR H0660), Uniting Church (Richmond, 1854), the See Yup Temple (South Melbourne, 1866, VHR H0219), additions to the brew tower of the Victoria Brewery (East Melbourne, 1879) the Wesleyan Church (Kew, 1882-3), St. Columb's Anglican Church (Hawthorn, 1882-3), Chastleton (Toorak, 1887) and work at The Old Colonists Homes (North Fitzroy). In summary, of the existing eleven buildings in Victoria Street between Hoddle and Ferguson Streets, six are, or most probably are, designed and five were owned by Wharton. This is an unusual, even rare, cluster of a single architect's work.

The next building to the west of Wharton's three shops in 1885 remains the bakery, beyond which are two more shops and the bank. Excluding the bank, there are nine shops, occupied in 1886 by a plumber, cutler, tobacconist (also described as a hairdresser), a picture-frame maker, a saddler, a woman having "domestic duties", the occupant also described elsewhere as a restaurant keeper; the baker, traveller, and the hairdresser. It was at this period that the nature of the premises changed from being manufacturing to retailing. From this time the shops came increasingly to serve the local community and included a blacksmith, fancy goods dealer, a saddler, a fruiterer, plumber, bootmaker, umbrella maker and dentist up until 1899.

During the period, that there are nine shops recorded instead of ten as exists, might be due to the numbering on the MMBW plan which has No. 239 and 239 A at the corner of Ferguson Street. The existing street numbers appeared 1894/95 at which time the Rate Book records:

Ferguson Street

Street No.	Rate Book No.	Occupier	Business	Owner	Building description	NAV £
-- MMBW 239A	2258	Wilson, Joseph Macmillan, James	Grocers	Hellicar? & Connell	Brick shop	30
239	2259	--	--	Hellicar? & Connell	Brick shop	30
237	2260	Edwin, Thomas Hore, Eliza	Umbrella makers	Hellicar? & Connell	Brick shop	30
235	2261	--	--	Hellicar? & Connell	Brick shop	30
233	2262	Martin, Frederick	Bootmaker	Hellicar? & Connell	Brick shop	32
231	2263	Knoll (Knoss?), Ernest	Saddler	Hellicar? & Connell	Brick shop	32
229	2264	Black, Rose	Fruiterer	Hellicar? & Connell	Brick shop	32
227	2265	Stewart, George	Baker	O'Connor, Felix?	Brick shop	50
225	2266	Turner, George F	Dentists	Hellicar? & Connell	Brick shop	32
223	2267	Smith, Oscar	Hairdresser	Hellicar? & Connell	Brick shop	32
	2268	Maxwell, John R	Bank manager. Savings Bank	Melbourne Savings Bank		250

Hoddle Street

Around the turn of the nineteenth century the pattern of development and population of the area had been established. Depending upon events such as the Wars, the influenza pandemic and the Great Depression, the fortunes of individuals, families and the suburbs of Richmond and Abbotsford waxed and waned. It was only in the mid-twentieth century that significant changes altered the appearance and make-up of the area. As a continuation of the work of Oswald Barnett in identifying slum pockets in the inner suburbs and campaigns for subsequent housing reform, many worker's cottages deemed to be in poor repair were cleared and supplanted by the Housing Commission's towers and walk-up flats constructed in the early 1960s. The neighbourhood changed as a result.²⁰ After World War II further change came about as post-War European migrants arrived and settled, followed by migrants and refugees from South-East Asia, who established themselves in the area around Victoria Street.²¹ Businesses changed to meet the different clientele and in Victoria Street, traditional shops were replaced with cake shops, delicatessens, confectioners and hairdressers operated by and catering for the new European arrivals.²² The late 1970s saw the latest transformation of Victoria Street as people from South-East Asia established restaurants, butchers, fishmongers, Asian green grocers and grocery shops and associated retail shops offering goods and services to the new community. Signage in Chinese and Vietnamese intensified the change in the appearance of the street.

Victoria's Framework of Historical Themes

Theme 5: Building Victoria's industries and workforce; sub-theme 5.3: Marketing and retailing.

Description & Integrity

Buildings (Nos. 233, 235, 237, 239, 241 and 243 Victoria Street) in the precinct fall into clear groups which are of 'contributory' heritage value other than for one group being 'individually significant' i.e. four double-storey Victorian shop/residences at 245, 247, 249 and 251 Victoria Street.

The gradings of the properties in the precinct are defined in Yarra's Clause 22.02 'Development guidelines for sites subject to the Heritage Overlay', as follows:

Individually significant: The place is a heritage place in its own right. Within a Heritage Overlay applying to an area each individually significant place is also Contributory.

Contributory: The place is a contributory element within a larger heritage place. A contributory element could include a building, building groups and works, as well as building or landscape parts such as chimneys, verandahs, wall openings, rooflines and paving.

Not contributory: The place is not individually significant and not contributory within the heritage place.

Nos. 245 – 251 Victoria Street.

Constructed, most probably in 1875/76, from bi-chromatic brickwork to the property line, these shops, which also include accommodation at the upper level, form a distinctive group in Victoria Street. They are double storey, constructed of red face brick and with cream brick detailing around the windows and with cream brick string courses at window head (sash) height and at sill height on the upper level façades and the east elevation of No. 251. Around the upper level windows of both elevations are cream brick surrounds, with centrally placed red brick crosses in the window pediments, below which are red brick voussoirs. Their appearance is highly unusual and possibly unique in the City of Yarra. The detailing of the repetitive, somewhat vernacular, gabled parapets and window surrounds is oddly heavy and is either an unusual design or may be exposed brickwork which was originally set and corbelled to take render which appears to never have been applied. On the parapets of Nos. 249 and 251 there is evidence of either render or a coating having been removed; most probably paint given that Nos. 245 and 247 are overpainted. Inserted in the upper level of the east elevation of No. 251 are steel, or iron, ventilator grilles above the upper stringcourse.

At the ground floor level, the structural brickwork remains between the shopfronts. On No. 251 this has been rendered and painted while on all the other shops these elements have been tiled and then painted over again. The bluestone plinth to No. 251 remains visible even though overpainted. This shop also retains the visible cornice above the ground floor level. Evidence of some original lower cornice mouldings also remains on the other shops above the non-original canopies. All of the shopfronts are in various forms of aluminium or brass and with tiled and painted stallboards. Entrance steps are either in marble or are covered and not visible. No splayed entries are shown on the MMBW plan and therefore it is assumed that the doors are at least in their original plane, if not original position. No verandahs are shown on the MMBW plan and being on the north shaded side of Victoria Street they may not have had typical cast iron verandahs.

None of the original window frames to the façades have survived however they are extant on the east elevation of No. 251. It is assumed that they were the same timber-framed, double-hung sash windows as extant in the east elevation. Roofs are hipped timber-framed and clad with corrugated steel.

The rear of the shops is visible above fences from an abutting lane and appears to be highly intact despite some additional fabric having been added. No. 251 is somewhat unusual in having a cranked wall to a light court. From this aspect the rear chimneys, with bichromatic corbelled caps, are a dominant and unusual feature continuing the aesthetic of the façades. The brickwork remains exposed face brick and windows are variously intact.

The shops have a high degree of intactness and integrity.

The interiors and rear of the properties inside the fences have not been inspected.



View of the shops from No. 249 onwards looking south-west. The rendered chimneys of the former bank can be seen in the background.



Nos. 251, 249, 247 and 245 Victoria Street.

Nos. 239 – 243 Victoria Street.

These shops, designed by George Wharton 1885-86, form a more conventional group of three double-storey, Italianate or Classical style shops also providing residential accommodation, with stuccoed upper levels and plain gabled pediments above a deep continuous moulded cornice, terminated by a corbel. Constructed to the property line, each façade has a pair of window openings, originally containing six-paned, timber-framed, double-hung sashes set

within simple moulded rendered architraves, and rendered sills supported by a simple corbel at the base of each architrave. The original sashes appear to remain at No. 239. Between the upper and ground floor levels is another moulded cornice with each shop being separated by a moulded corbel decorated with a boss – some have retained their moulded consoles below.

At the ground floor level, the structural brickwork remains between the shopfronts and the render is exposed at Nos. 239 and 241. All of the shopfronts are in various forms of aluminium or similar metal and with tiled and painted stallboards below. Entrance steps are either in marble or are covered and not visible. No splayed entries are shown on the MMBW plan and therefore it is assumed that the doors are at least in their original plane, if not original position. No verandahs are shown on the MMBW plan and being on the north shaded side of Victoria Street they may not have had typical cast iron verandahs.

The rear of the shops is visible above fences from an abutting lane and appears to be highly intact despite some addition fabric having been added. The roofs are gabled and have timber-framing and are clad in corrugated steel. The brickwork remains exposed face brick and windows are variously intact as are face brick chimneys with moulded rendered caps.

The shops have a high degree of intactness and integrity.

The interiors and rear of the properties inside the fences have not been inspected.

No. 237 Victoria Street

This shop, which also provided residential accommodation, is constructed to the property line and has a wider frontage than the others in the group. It is of a conventional design for its era (1882) in the Italianate or Classical style. The upper level is reasonably plain, with a flat parapet which may have originally incorporated further embellishment, a moulded cornice terminated at each end by a moulded corbel with a console beneath. The windows are equally-spaced along the upper façade. They have no moulded detailing and simply have slightly arched heads and no sills. Each opening contains a timber-framed, double-hung sash window which appears to be original.

At the ground floor level, the structural brickwork remains between the shopfronts and the render is exposed. Between the ground and first floors is a deep, moulded cornice which is terminated at either end by a moulded corbel with a console below. The shopfront is glazed with aluminium-framing and with a tiled and painted stallboard below. No splayed entry is shown on the MMBW plan and therefore it is assumed that the door is at least in its original plane, if not original position. No verandahs are shown on the MMBW plan and being on the north shaded side of Victoria Street this shop may not have had a typical cast iron verandah.

The rear of the shop is partially visible above fences from an abutting lane and appears to be highly intact. The roof, which is somewhat obscured, appears to be a skillion with timber-framing and is clad in corrugated steel. The brickwork remains exposed face brick and windows are variously intact.

The shop has a high degree of intactness and integrity.

The interior and rear of the property inside the fence has not been inspected and thus it is not known if there is any evidence of a bakery extant.

Nos. 233 and 235 Victoria Street

This pair of shops, most probably designed by George Wharton, forms a more conventional group of two double-storey, Italianate or Classical style shops, constructed in 1885, to the property line and which also incorporated residential accommodation on the upper level. They have stuccoed upper level façades and plain gabled pediments above a deep continuous moulded cornice, terminated by a corbel embellished with a boss (patera). Each façade has a pair of window openings, containing what appears to be an original timber-framed, double-hung sash window set within simple moulded rendered architraves, and rendered sills supported by a simple corbel at the base of each architrave. This detailing is similar to Nos. 239 – 243 Victoria Street also designed by George Wharton. Between the upper and ground floor levels is another moulded cornice which extends over both façades and which is terminated at either end by a moulded corbel decorated with a boss and with a moulded console below.

At the ground floor level, the structural brickwork remains between the shopfronts and the render is exposed. Both of the shopfronts are glazed with aluminium-framing and with tiled and painted stallboards below. No splayed entries are shown on the MMBW plan and therefore it is assumed that the doors are at least in their original plane, if not original position. No verandahs are shown on the MMBW plan and being on the north shaded side of Victoria Street they may not have had typical cast iron verandahs.

The rear of the shops is visible above fences from an abutting lane and appears to be highly intact despite some additional fabric having been added. The roofs are hipped and have timber-framing and are clad in corrugated steel. The brickwork of No. 233 remains exposed face brick and a window is intact. The rear of No. 235 appears to have been extended to the north.

The shops have a high degree of intactness and integrity.

The interiors and rear of the properties inside the fences have not been inspected.

Comparative Analysis

The shops on the north side of Victoria Street between Ferguson and Hoddle Streets form a group which is highly intact and which is demonstrative of the historical and architectural development of the Victoria Street retail strip. The group can be subdivided into five sub-groups, i.e. 233 - 235, 237, 239 – 243, 254 - 251 and plus the former bank on the corner of Hoddle Street at No. 231. They are typical of the type and nature of retail premises with living accommodation at the upper level and which were constructed along Melbourne's nineteenth century retail strips. While shops may vary in terms of scale, elaboration and detailing, this is more related to purpose (size of premises required for a particular activity) and perhaps the perceived importance of the street and funds available at the time of construction. All of Melbourne's suburban nineteenth century shopping strips have these variations which is part of their evolution and historical character. Victoria Street remained more of a local or neighbourhood shopping street, like Johnston Street, and compared with say, Smith Street which attracted the emporia in addition to typical shops, or Brunswick Street which contains a mix of shop types.

The group of shops, together with the former bank, demonstrate the change in services required and provided as the area developed and as it changed from being partly occupied by small manufacturing premises such as coach-building and cabinet making, to premises supplying typical goods and services required by the average resident. As such these shops and the former bank are an important continuation of that part of Victoria Street which has

nineteenth century commercial premises which extend eastwards and which are of historical and local social significance. While Nos, 245 – 251 Victoria Street are particularly aesthetically and architecturally individually distinctive, the remaining shops are also aesthetically significant in forming a group and setting between Ferguson and Hoddle Streets, in which each element reinforces each other element to, importantly, collectively and also individually, provide evidence of a nineteenth century high street servicing the local population.

Few clusters of shops by the same architect have been identified in comparative shopping streets. Where a number of buildings by the same architect have been identified, such as Christopher Cowper's residences in Hawthorn; Charles Webb's houses in Brighton or William Pitt's Foy and Gibson complex in Collingwood, the buildings are considered to be significant.

Assessment Against Criteria

Victorian Planning Provisions. Practice Note. Revised September 2012. Applying the Heritage Overlay.

Criterion A: Importance to the course or pattern of our cultural or natural history (historical significance).

The shops at 233-251 Victoria St., Abbotsford, which were constructed c. 1875-1885 are of local historical significance. They continuously occupy an entire block and are either the first buildings on their sites or are replacements for earlier structures which included dwellings, workshops and timber buildings. As such they complete the continuum of the evolution of Victoria Street which, on the north side, commenced at least as early as 1864 in the block between Ferguson and Hoddle Streets and which was completed by 1885. Aesthetically and architecturally they are significant in their ability to demonstrate the type and scale of shops which were constructed to serve local communities (Abbotsford and Richmond) in the latter half of the nineteenth century. Owners and occupiers and the services they provided have changed over the years due to changing demand and presumably rents, and the goods and services provided today by these shops is not materially different from the broad range of services provided in Victoria Street and similar high streets the nineteenth century.

Criterion B: Possession of uncommon rare or endangered aspects of our cultural or natural history (rarity).

Nos, 245 – 251 Victoria Street are unusual, particularly in the brickwork detailing to the parapets, chimneys and window surrounds, and in this regard are probably unique in the City of Yarra at least. The detailing of the gabled parapets and window surrounds is oddly heavy and is either an unusual bichromatic brickwork design, with centrally placed red brick crosses in the window pediments, below which are red brick voussoirs; or they may be the result of exposed brickwork which was originally set and corbelled to take render which appears to have never been applied. The detailing extends to the east elevation abutting Ferguson Street. The cream banded corbelled courses on the chimney caps are also unusual.

Of the existing eleven buildings in Victoria Street between Hoddle and Ferguson Streets and including the former bank, six are, or most probably are, designed and five were owned by architect George Wharton. These are Nos. 233 – 235 and 239 – 243 Victoria Street. This is an unusual, even rare, cluster of a single architect's work which remains extant.

Criterion C: Potential to yield information that will contribute to an understanding of our cultural or natural history (research potential).

N/A

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

This group of shops and the former bank are important in that they comprise a continuation of the Victoria Street retail precinct which is representative of the major nineteenth century high streets of Melbourne's Victorian suburbs and which catered to local residents.

Criterion E: Importance in exhibiting particular aesthetic characteristics (aesthetic significance).

Nos, 245 – 251 Victoria Street are unusual, particularly in the brickwork detailing to the parapets and window surrounds, and in this regard are probably unique in the City of Yarra at least. The detailing of the gabled parapets and window surrounds is oddly heavy and is either an unusual bichromatic brickwork design or may be the result of exposed brickwork which was originally set and corbelled to take render which appears to have never been applied. The detailing extends to the east elevation abutting Ferguson Street. The cream banded corbelled courses on the chimney caps are elaborate and also unusual.

This group of shops and the former bank are an important aesthetic and architectural continuation of the Victoria Street retail precinct. While Nos, 245 – 251 Victoria Street are particularly aesthetically and architecturally individually distinctive, the remaining shops and the former bank are also aesthetically significant in forming a group of shops and a retail setting which occupies the entire block between Ferguson and Hoddle Streets. Each element reinforces each other element which continues the nineteenth century high street to its original termination at Hoddle Street. In addition each building is also distinguished by its comparatively high degree of intactness to the original design.

Criterion F: Importance in demonstrating a high degree of creative or technical achievement at a particular period (technical significance).

N/A

Criterion G: Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions (social significance).

N/A

Criterion H: Special association with the life or works of a person, or group of persons, of importance in our history (associative significance).

Six of the buildings in Victoria Street between Hoddle and Ferguson Streets are, or most probably are, designed and five were owned by notable and prolific architect George Wharton. These shops are Nos. 233 and 235 and 239, 241 and 243 Victoria Street. This is an unusual, even rare, cluster of a single architect's work and of the same building type.

Statement of Significance

What is significant?

Nos. 233, 235, 237, 239, 241, 243, 245, 247, 249 and 251 Victoria Street, Abbotsford, plus the former bank on the corner of Hoddle Street, were all constructed before 1885. The shops form a cohesive group variously with distinctive features which identify them in sub-groups.

Nos. 245, 247, 249 and 251 Victoria Street

Nos. 245, 247, 249 and 251 Victoria Street, Abbotsford are constructed from bi-chromatic brickwork and date from 1875/76. They are double-storey, constructed of red face brick and with cream brick detailing around the windows and cream brick string courses at window head (sash) height and at sill height on the upper level façades and east elevation of No. 251. Their appearance is highly unusual and possibly unique in the City of Yarra. The detailing of the gabled parapets and window surrounds is oddly heavy and is either an unusual design or contains exposed brickwork which may have been set and corbelled to take render which appears to have never been applied. At the ground floor level, the structural brickwork which has been rendered remains between the shopfronts. On No. 251 the bluestone plinth remains visible even though overpainted. This shop also retains the visible cornice above the ground floor level. Evidence of some original lower parapet mouldings also remains on the other shops above the non-original canopies. All of the shopfronts have stallboards which are original in style if not in fabric and it is assumed that the doors are at least in their original plane, if not original position. The rear of the shops appears to be highly intact despite some additional fabric having been added. From this aspect the rear chimneys, with elaborate bichromatic corbelled caps, are a dominant and unusual feature. The brickwork remains exposed face brick and windows are variously intact.

Nos. 239 – 243 Victoria Street.

These shops, constructed 1885-86, form a more conventional group of three Italianate or Classical style double-storey shops with stuccoed upper levels and plain gabled pediments above a deep continuous moulded cornice, terminated by a corbel. Each façade has a pair of window openings, originally containing six-paned, timber-framed, double-hung sash windows set within simple moulded rendered architraves, and rendered sills supported by a simple corbel at the base of each architrave. The original sashes appear to remain at No. 239. Between the upper and ground floor levels is another moulded cornice with each shop being separated by a moulded corbel decorated with a boss and some have moulded consoles below. At the ground floor level, the structural brickwork which is rendered, remains between the shopfronts and all of the shopfronts have stallboards which are original in style if not in fabric. It appears that the doors are at least in their original plane, if not original position. The rear of the shops appears to be highly intact despite some additional fabric having been added. The brickwork remains exposed face brick and windows are variously intact as are face brick chimneys with moulded rendered caps. The roofs are gabled and have timber-framing and are clad in corrugated steel.

The attributed association with notable and prolific architect George Wharton is also of significance. His oeuvre to date is not represented by any identified shops.

No. 237 Victoria Street

This shop has a wider frontage than the others in the group and is of a conventional Italianate or Classical design for its era (1882). The upper level has a flat parapet which may have originally incorporated further embellishment, a moulded cornice terminated at each end by a moulded corbel with a console beneath. The equally-spaced window openings along the upper façade have no moulded detailing and simply have slightly arched heads and no sills. Each opening contains a timber-framed, double-hung sash window which appears to be original. At the ground floor level, the structural brickwork which is rendered remains between the shopfronts. The lower cornice is deep and moulded and is terminated at either end by a moulded corbel with a console below. The shopfront has a stallboard which is original in style if not in fabric and it appears that the door is at least in its original plane, if not original

position. The rear of the shop appears to be highly intact. The brickwork remains exposed face brick and windows are variously intact. The roof appears to be a skillion with timber-framing and is clad in corrugated steel.

Nos. 233 and 235 Victoria Street

This pair of shops, constructed 1885, forms a more conventional group of two Italianate or Classical style double-storey shops with stuccoed upper levels and plain gabled pediments above a deep continuous moulded cornice, terminated by a corbel, embellished with a boss. Each façade has a pair of window openings, containing what appears to be an original timber-framed, double hung sash window set within simple moulded rendered architraves, and rendered sills supported by a simple corbel at the base of each architrave. Between the upper and ground floor levels is another moulded cornice which extends over both façades and which is terminated at either end by a moulded corbel decorated with a boss (patera) and with a moulded console below. At the ground floor level, the structural brickwork which is rendered remains between the shopfronts and the render is exposed. Both shopfronts have stallboards which are original in style if not in fabric and it appears that the doors are at least in their original plane, if not original position. The rear of the shops appears to be highly intact despite some additional fabric having been added. The brickwork of No. 233 remains exposed face brick and a window is intact. The roofs are hipped and have timber-framing and are clad in corrugated steel.

The highly probable association with notable and prolific architect George Wharton is also of significance. His oeuvre to date is not represented by any identified shops.

How is it significant?

The buildings at Nos. 233, 235, 237, 239, 241, 243, 245, 247, 249 and 251 Victoria Street, Abbotsford are of local historical and aesthetic/architectural significance.

Why is it significant?

The buildings at Nos. 233, 235, 237, 239, 241, 243, 245, 247, 249 and 251 Victoria Street, Abbotsford are of local historical and aesthetic significance. The northern stretch of Victoria Street between Hoddle and Ferguson Streets is recorded in the first Collingwood Rate Book of 1864, as containing three brick houses. The first shops may have appeared in 1872 but certainly by 1875, during a period of suburban growth, three properties each containing a brick house and shop are listed in addition to a brick cottage. By 1885 the remainder of the block had been fully developed with shops and a bank. As such the buildings as a group document the development of this part of Victoria Street which is a continuum of the commercial development which occurred on both sides further to the east. It typifies a local or neighbourhood retail strip, essentially providing goods and services for local residents, in contradistinction to the destination high streets, such as Smith and Brunswick Streets. It was at this period that the nature of the premises and services offered changed forever from being small manufacturing to retailing. From this time the shops increasingly came to serve the local community and, now most recently, people from South-East Asia and those who appreciate this culture. The shops are highly intact to their structures and are variously distinctive, even unique, aesthetically. Six of them typify the types of shops constructed in the Italianate or Classical style which were the predominant nineteenth century style in commercial areas. They are either the first buildings constructed on these originally vacant sites or are the first shops which replaced earlier dwellings and a workshop(s). In a restrained manner, the façades contain characteristic materials, detailing and decorative mouldings and elements of Boom style architecture. Nos. 245, 247, 249 and 251 Victoria Street, constructed

from bi-chromatic brickwork, form a distinctive group which has a highly unusual appearance and which is possibly unique in the City of Yarra. The detailing of the gabled parapets and window surrounds is oddly heavy and is either an unusual design or may be exposed brickwork which was originally set and corbelled to take render which appears to have never been applied.

The examples of the work of notable and prolific architect George Wharton's shed further light on his practice and oeuvre which is known today mostly through other and perhaps more grand building types and designs which do not accurately represent the wider range of buildings emanating from his, and similar nineteenth century architects' practices. The range of their work is often beyond what has survived or been positively identified.

External paint colours	Yes
Internal Alterations Controls	No
Tree Controls	No
Outbuildings and fences not exempt	No
Victorian Heritage Register	No
Prohibited uses may be permitted	No
Incorporated plan	No
Aboriginal heritage place	No

References

- 1 "Green's 1853 Map" in O'Connor, John and Thurley et. al. *Richmond Conservation Study*. 1985. Vol. 1, p. 16.
- 2 Cannon, Michael. *Melbourne After the Gold Rush*. Loch Haven Books, Main Ridge Vic., 1993. pp. 250-258.
- 3 *Map of Melbourne and its Suburbs*, compiled by James Kearney, draughtsman; engraved by David Tulloch and James D. Brown. Melbourne, Surveyor-General, 1855.
- 4 Cannon, Michael. *Melbourne After the Gold Rush*. Loch Haven Books, Main Ridge Vic., 1993. pp. 253 and 258.
- 5 *Copping it Sweet: Shared Memories of Richmond*. City of Richmond Carringbush Regional Library, Melbourne, 1988, p. 5.
- 6 O'Connor, John et al, *Richmond Conservation Study*, 1985. Vol. 1, p. 11
- 7 *In Those Days: Collingwood Remembered. Memories of Collingwood Residents Interviewed by the Collingwood History Committee*. 1979. pp. 35-37.
- 8 Collingwood Rate Book. 1864.
- 9 Collingwood Rate Book. 1865.
- 10 Collingwood Rate Book. 1872.
- 11 Collingwood Rate Book. 1875.
- 12 Collingwood Rate Book. 1877-1878.
- 13 Collingwood Rate Book. 1878 - 1881.
- 14 The frontage of No. 237 is 20.0131ft. None of the shops have a frontage of 40ft. Either this is an error of various subdivisions occurred.
- 15 Collingwood Rate Book. 1882.
- 16 Collingwood Rate Book. 1885.
- 17 Collingwood Rate Book. 1884 -1885.

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- ¹⁸ Ward, Andrew C. and Associates. *Collingwood Conservation Study*, 1989. Vol. 1, 1989, p. 87.
- ¹⁹ *The Argus*. 27 April, 1885. p. 3.
- ²⁰ McCalman, Janet, *Struggletown: Public and Private Life in Richmond 1900-1965*, Melbourne University Press, Carlton, 1984, Ch. 9.
- ²¹ McCalman, Janet, *Struggletown: Public and Private Life in Richmond 1900-1965*, Melbourne University Press, Carlton, 1984, Ch. 9.
- ²² *Sands and McDougall Melbourne and Suburban Directory*, 1950-1974.