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## 105-115 Dover Street



Slade Knitwear Sign



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### Location

105-115 DOVER STREET CREMORNE - PROPERTY NUMBER 280385 AND 105-115 DOVER STREET CREMORNE, YARRA CITY

### Municipality

YARRA CITY

### Level of significance

Incl in HO area indiv sig

### Heritage Overlay Numbers

HO343

### Heritage Listing

Yarra City

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### Statement of Significance

Last updated on -

The Slade sign appears to be important at the local level for its historic associations with the post war development of the City of Richmond (now incorporated in the City of Yarra) and as a continuum of the development of the garment industry in this quadrant of Richmond. The sign is also a part of a continuum of historic skysigns, of which the City of Yarra now has the major collection, and which mark out the industrial base of the City. This industrial base formed a substantive part of the national economy.

Criteria A : historical association at local level

*The Slade Skysign is of importance at the local level for its historic associations with the garment industry which was a dominant force not only in the economy of the former City of Richmond but also contributed to the well being of the national economy.*

Criteria D: representative nature of object at local level

The Slade Skysign is of importance at the local level as a form of product advertising, which has become rare. The Slade sign is part of a continuum of this art form. The greatest collection of this type of sky sign is now found in the former City of Richmond and together the signs portray the industrial basis of the economy of Richmond and the limited albeit eye-catching variations which were possible in this art form.

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|---------------------------|---|
| Heritage Study/Consultant | Yarra - Richmond Conservation Study, John & Thurley O'Connor, Ros Coleman & Heather Wright, 1985; Yarra - City of Yarra Heritage Review, Allom Lovell & Associates, 1998; Yarra - City of Yarra Review of Heritage Overlay Areas, Graeme Butler & Associates, 2007; |
| Construction dates        | 1970,   |
| Hermes Number             | 103841  |
| Property Number           |   |

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## Physical Description 2

erected by Whiteway Neon; scheduled as Richmond

## Integrity

Good

*This place/object may be included in the Victorian Heritage Register pursuant to the Heritage Act 2017. Check the Victorian Heritage Database, selecting 'Heritage Victoria' as the place source.*

*For further details about Heritage Overlay places, contact the relevant local council or go to Planning Schemes Online <http://planningschemes.dpcd.vic.gov.au/>*