

---

## Shops, part



301 Victoria Street



297-301 Victoria Street.JPG

---

### Location

301 Victoria Street, ABBOTSFORD VIC 3067 - Property No 103925

### Municipality

YARRA CITY

### Level of significance

Incl in HO area indiv sig

### Heritage Overlay Numbers

HO57

### Heritage Listing

Yarra City

---

### Statement of Significance

Last updated on - January 1, 2008

The following wording is from the Allom and Lovell Building Citation, 1998 for the property. Please note that this is a "Building Citation", not a "Statement of Significance". For further information refer to the Building Citation held by the City of Yarra.

History:

In 1879 John Larkin owned a wooden shop on the north-east corner of Charles and Victoria Street. John Sherrard, a printer, was in residence. In 1880 Larkin built three brick and wooden shops on the site. No. 301 was leased to Henry Ryder, a hatter, No. 299 was leased to John Marr, a boot maker, and No. 297 was leased to John Best, a butcher. In 1881, the shops were described as brick, all with NAVs of ?24.

Description:

The double-storey shops at 297-301 Victoria Street, Abbotsford, are of red brick construction designed in an ornate Italianate style. The facade is composed of superimposed orders, with Tuscan pilasters on the ground floor, and Ionic pilasters on the first floor. The shop at the corner (No. 297) has semi-circular arched windows, with rendered archivolt and low relief sculptured figures in the spandrels facing Charles Street. The corner entrance opening has a segmental arched head and splayed reveals. A balconette projects at first floor level above the corner entrance. First floor windows are tripartite double-hung sashes with flattened arched heads. The Ionic pilasters support a consoled cornice, above which is a plain parapet.

The section facing Charles Street is relatively plainer, without pilasters. The two storeys are divided by a plain rendered string course.

Alterations include the painting of the red brick and rendered details, except at No. 301, the replacement of the original shop fronts at Nos. 299 and 301, and the infilling of the corner first floor window at No. 299.

Significance:

The shops at 299-301 Victoria Street, Abbotsford, are of local architectural significance. They are particularly ornate examples of the Italianate style with unusual first floor fenestration, diminished somewhat by the painting of most of the brickwork, and a rare intact shopfront at no. 299. The shops are important heritage elements in the streetscape.

|                           |   |
|---------------------------|---|
| Heritage Study/Consultant | Yarra - City of Collingwood Conservation Study, Andrew Ward & Associates, 1989;<br>Yarra - City of Collingwood Conservation Study, Andrew Ward & Associates, 1995;<br>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        | 1880,   |
| Hermes Number             | 103452  |
| Property Number           |   |

---

## Physical Description 1

The double-storey shops at 297-301 Victoria Street, Abbotsford, are of red brick construction designed in an ornate Italianate style. The facade is composed of superimposed orders, with Tuscan pilasters on the ground floor, and Ionic pilasters on the first floor. The shop at the corner (No. 297) has semi-circular arched windows, with rendered archivolt and low relief sculptured figures in the spandrels facing Charles Street. The corner entrance opening has a segmental arched head and splayed reveals. A balconette projects at first floor level above the corner entrance. First floor windows are tripartite double-hung sashes with flattened arched heads. The Ionic pilasters support a consoled cornice, above which is a plain parapet.

The section facing Charles Street is relatively plainer, without pilasters. The two storeys are divided by a plain rendered string course.

Alterations include the painting of the red brick and rendered details, except at No. 301, the replacement of the

original shop fronts at Nos. 299 and 301, and the infilling of the corner first floor window at No. 299.

## **Integrity**

not assessed

*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/>*