
Whybrow's Shoe Factory, Former



hoddle street 198-210



Hoddle St 198-210 4315.JPG



Hoddle St 198-210 0852.JPG

Location

198-210 Hoddle Street, ABBOTSFORD VIC 3067 - Property No 109590

Municipality

YARRA CITY

Level of significance

Incl in HO area indiv sig

Heritage Overlay Numbers

HO18

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 1901 Whybrow & Co. owned a brick shop at No 202 and four brick houses at Nos 204-210 and a factory, now demolished, on the site of the present factory. As early as 1894 Whybrows were leaders in their field, being amongst the first companies to introduce lasting machines. The present building was constructed in 1919. Whybrows owned the entire Hoddle Street frontage from Studley to Stafford Streets. The brick warehouse at Nos. 218-220 was leased by Donald Dixon, a leather manufacturer and Nos 222-228 was used as offices and stores. By 1951, Whybrows no longer occupied the site.

Description:

The former Whybrow's Shoe Factory is large three-storey red brick industrial building.

The west elevation, to Hoddle Street, is divided into six bays by shallow brick pilasters which flank paired timber-framed double-hung sash windows with rendered sills and lintels. The two end bays of the project forward slightly, and terminate in raised parapets with segmental curved pediments. The northern parapet has a large rendered panel bearing the street number 200 in relief; its southern counterpart has two blind window openings. These two raised sections flank a recessed, rendered panel which may have once borne the company's name.

The side elevations are similarly treated, but have larger nine-paned windows.

Significance:

The former Whybrow's Shoe Factory is of local architectural and historical significance. The building is enhanced by its large scale and repetitive fenestration, and is an important heritage element in the streetscape. Historically, the building is the last major remnant of one of Melbourne's largest and most progressive boot manufacturing companies.

Heritage Study/Consultant	Yarra - City of Collingwood Conservation Study, Andrew Ward & Associates, 1989; Yarra - City of Collingwood Conservation Study, Andrew Ward & Associates, 1995; 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	1919,
Hermes Number	103506
Property Number	

Physical Description 1

The former Whybrow's Shoe Factory is large three-storey red brick industrial building.

The west elevation, to Hoddle Street, is divided into six bays by shallow brick pilasters which flank paired timber-framed double-hung sash windows with rendered sills and lintels. The two end bays of the project forward slightly, and terminate in raised parapets with segmental curved pediments. The northern parapet has a large rendered panel bearing the street number 200 in relief; its southern counterpart has two blind window openings. These two raised sections flank a recessed, rendered panel which may have once borne the company's name.

The side elevations are similarly treated, but have larger nine-paned windows.

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/>