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# Shop

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## Location

404 Latrobe Terrace, NEWTOWN VIC 3220 - Property No 202498

## Municipality

GREATER GEELONG CITY

## Level of significance

Incl in HO area indiv sig

## Heritage Overlay Numbers

HO1624

HO1303

## Heritage Listing

Greater Geelong City

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## Statement of Significance

Last updated on -

C Listed - Local Significance

An Edwardian brick shop and Californian Bungalow residence built in 1927. They are of architectural significance locally as a surviving Edwardian retail establishment and historically significant as a representative embodiment of retail practice in Newtown before the Great War.

INTACTNESS: Ref. 80. the pressed metal pattern is similar.

CONDITION: Good. Needs some maintenance.

INTACTNESS: Good. Traffic pollution and vibration.

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|---------------------------|---|
| Heritage Study/Consultant | Greater Geelong - Geelong Region Historic Buildings and Objects Study, Allan Willingham, 1986; Greater Geelong - Geelong City Urban Conservation Study - Restoration and Infill Guidelines, Graeme Butler, 1991; Greater Geelong - City of Newtown Urban Conservation Study, Context Pty Ltd, 1991; Greater Geelong - City of Newtown Urban Conservation Study, Richard Peterson, 1997; |
| Heritage Act Categories   | Registered place,   |
| Hermes Number             | 15789   |
| Property Number           |   |

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## Physical Description 1

A single-fronted brick Edwardian shop. It has a triangular timber parapet between brick piers. There is a coloured leadlight in geometric pattern over the shop front which is timber with an ashlar ceramic tile spandrel and Art Nouveau patterned pressed metal ceiling to the recessed entrance and a plain Edwardian door. The adjoining (no.406) Californian Bungalow's roof overlaps its roof.

*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/>*