

Sydney Road and Bell Street Interwar Shops Precinct



94-112 Bell Street, Coburg



491-493 Sydney Road, Coburg



497-509 Sydney Road, Coburg



Sydney Road Bell Street Shops Precinct Map

Location

491-509 Sydney Road and 94-112 and 89B-91A Bell Street COBURG, MORELAND CITY

Municipality

MERRI-BEK CITY

Level of significance

Recommended for Heritage Overlay

Heritage Overlay Numbers

HO597

Heritage Listing

Merri-bek City

Statement of Significance

Last updated on - May 12, 2023

What is significant?

The Sydney Road and Bell Street Interwar Shops Precinct, comprised of commercial premises at 491-509 Sydney Road and 94-112,89B-91A Bell Street, Coburg, is significant. With respect to contributory properties, the upper facades and roof forms of the interwar period commercial buildings are significant. The lower facades and rear extension are not significant.

Contributory properties include:

Sydney Road: 491, 493, 497, 499, 503, 505, 507 and 509.

Bell Street: 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 89B and 91A.

Non-contributory properties include:

Sydney Road: 489.

How is it significant?

The Sydney Road and Bell Street Interwar Shops Precinct is of local historical and aesthetic significance to the City of Moreland.

Why is it significant?

The Sydney Road and Bell Street Interwar Shops Precinct is historically significant as representative of a 1920s shopping strip. Specifically, it demonstrates the second phase of commercial development on this corner of Sydney Road and Bell Street, when Coburg was changing in response to a period of economic prosperity and growth following World War One. Through this, it represents the commercial needs of the community during this period as well as the growth of the interwar migrant population which has now come to characterise Coburg. (Criterion A) The Sydney Road and Bell Street Shops Interwar Precinct is aesthetically significant as a fine representative example of a 1920s commercial strip. The commercial and retail buildings exhibit a very good quality representation of the form, scale, design and materials used during the 1920s, including restrained classical detailing. The precinct has a good sense of visual cohesion and a strong streetscape pattern when viewed from both streets. (Criterion E)

Heritage Study/Consultant Moreland Heritage Nominations Study, Extent Heritage, 2022;

Construction dates 1910,

Hermes Number 206418

Property Number

Physical Description 1

The Sydney Road and Bell Street Shops Precinct is centred around the intersection of Bell Street and Sydney Road, Coburg. All of the nominated properties are two-storey commercial premises dating to the interwar years, with the exception of one Victorian era shop. All of the buildings are considered to be contributory elements.

The interwar buildings have a restrained classical style about them and generally include the following heritage characteristics; a mixture of face, painted and rendered brick, geometric detailing to the parapets and upper facade brickwork such as the drip course, and sets of two to three timber double hung sash windows to upper facades. This group of buildings has a good sense of visual cohesion, with many of the facades built in a matching style and materiality to their neighbour, either as part of a larger group development or in keeping with the preferred style of the era.

The building at 94-100 Bell Street is unusual within the group with a terracotta tiled gable roof leading into a broken back awning over the upper floor windows. The roof ridge line sits lower than the top of the parapets on its neighbours. The dwelling is similar to its neighbours in terms of property width, fenestration and the use of the ground floor as shop fronts.

The commercial premises at 489 Sydney Road, while built around ten years earlier and including Victorian era style detailing on the parapet detailing, is contributory to the heritage significance of the precinct with respect to its historical use as a commercial premises, height, setback and overall form of the facade.

Physical Conditions

Generally, the commercial premises have been well maintained and are in good condition.

Integrity

The group has moderate integrity overall, with the lower facades having been replaced and the upper facades retaining a large amount of original elements. Small accretions such as air-conditioning units to the upper facade also impact this integrity rating.

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/>