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# Collins' Union Woollen Mill (former) - Now Factory

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## Location

510 Latrobe Terrace, NEWTOWN VIC 3220 - Property No 302714

## Municipality

GREATER GEELONG CITY

## Level of significance

Incl in HO area indiv sig

## Heritage Overlay Numbers

HO1618

HO1305

## Heritage Listing

Greater Geelong City

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## Statement of Significance

Last updated on -

C Listed - Local Significance

Collins Bros. Pty. Ltd., Woollen Manufacturers is a two-storey brick factory, the ground floor Edwardian built in 1910 and the first floor Early Modernist built in. It is architecturally significant locally as representative of industrial building of both of these styles, with particular interest in the Edwardian decoration, Modernist signage and the mature tree. It is historically significant as the representative embodiment of industrial practice and the woollen processing industry in particular in Newtown, before the Second World War.

Its creative and/or technical accomplishment. Its demonstration of a way of life, custom, process or function no longer practised, in danger of being lost or of exceptional interest. Its strong association with an important figure or figures, development, or cultural phase. Its townscape and/or landscape value. Its scarcity value.

## References

DOCUMENTATION REFERENCES AND BIOGRAPHIC NOTES National Trust of Australia Victoria, File No. 1347. Notes on the history of "Rosebank" by P.L. Brown, 1961, and A.A. Gray, 1967.

Heritage Study/Consultant	Greater Geelong - Geelong Region Historic Buildings and Objects Study, Allan Willingham, 1986; Greater Geelong - City of Newtown Urban Conservation Study, Context Pty Ltd, 1991;
Heritage Act Categories	Registered place,
Hermes Number	21866
Property Number	

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## Physical Description 1

A two-storey symmetrical red brick industrial building with later two-storey additions. The ground floor is Edwardian, with an Early Modernist first floor. The three-bay front is divided by flat piers, becoming semi-octagonal section over window-head height on foliate corbels. Windows one with Art Nouveau influenced leadlight in the upper sash have arched transoms. There is an unusual nine-panel door and knocker. The 1930s first floor has manganese brown bricks and a sign with good sansserif Johnson block letters in a recessed panel. Steps are bluestone. At left is an Edwardian timber verandah with an arched palisade valence and a picket fence at one side. Behind is a 1930s detached two-storey gable-roofed substation and a 1960s saw-toothed two storey addition. At the rear of the site is a demolished building site and a large Pine.

*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/>*