
Office



364-366 Latrobe Terrace,
Newtown



Commercial Building, 1936.
Source: Geelong Advertiser,
10 October 1936.

Location

364-366 Latrobe Terrace, NEWTOWN VIC 3220 - Property No 318813

Municipality

GREATER GEELONG CITY

Level of significance

Included in Heritage Overlay

Heritage Overlay Numbers

HO1938

Heritage Listing

Greater Geelong City

Statement of Significance

Last updated on -

Statement of Significance

The commercial building at 364-366 Latrobe Terrace, has significance as a moderately intact Federation styled building in Newtown, reflecting commercial development in this locality in the early 20th century. The building is representative of Federation era commercial buildings constructed in Geelong at the time, being comparable to a

select number of buildings in the central business district. Built in 1911 and probably substantially extended to reflect its current character and appearance in 1917, the building appears to be in good condition when viewed from the street.

The commercial building at 364-366 Latrobe Terrace is architecturally significant at a LOCAL level (AHC D.2). Although partially altered, it still demonstrates original design qualities of a Federation style. These qualities include a prominent parapet having a central curvilinear bay, concrete cappings and flanking parapet piers with projecting cornices and crowning by orbs, symmetrical composition and the two storey height. Other intact or appropriate qualities include the brick and render wall construction, parapeted gable roof form clad in corrugated sheet metal, vertical motifs and lower projecting cornices to the parapet piers, elaborate panel with the date "1917" in the central curvilinear parapet motif, paired timber framed double hung first floor windows with 6 paned upper sashes and two paned lower sashes, and the central incised first floor vertical motif.

The commercial building at 364-366 Latrobe Terrace, is historically significant at a LOCAL level (AHC A.4). It is a physical legacy of commercial development in this part of Newtown in the early 20th century. Initially built in 1911 and probably substantially extended in 1917 (to reflect its current character), the building served as a confectioner's and fruit shop until at least 1950.

Overall, the commercial building at 364-366 Latrobe Terrace is of **LOCAL** significance.

Recommendations

Heritage Overlay Schedule Controls

External Paint Controls: Yes

Internal Alteration Controls: No

Tree Controls: No

Outbuildings and/or Fences: No

Extent of Heritage Overlay & Significance

The HO apply to the whole of the site.

Other Recommendations:

Opportunities may be available to:

Remove any introduced overpainting on the front facade (using approved chemical method).

Replace the introduced ground floor shopfront with a reconstructed Federation era shopfront using any historical photographs of the building (or early photographs of comparable buildings that featured in *News of the Week* in 1911) as a guide.

Replace the introduced cantilevering verandah with a post-supported convex verandah using any historical photographs of the building (or early photographs of comparable buildings that featured in *News of the Week* in 1911) as a guide.

References

City of Newtown and Chilwell Rate Books 1860-1950, digital copies on CD, Geelong Heritage Centre.

Geelong Waterworks and Sewerage Trust Plan of Drainage 102_012 (Dec 1911).

D. Rowe & W. Jacobs, 'Geelong Verandah Study', prepared for the City of Greater Geelong, August 2006.

D. Rowe, 'Geelong C Citations' Study, prepared for the City of Greater Geelong, 2002.

Heritage Study/Consultant	Greater Geelong - Newtown Heritage Study 2008 Vol 1-3, City of Greater Geelong, 2008;
Heritage Act Categories	Registered place,
Hermes Number	25165
Property Number	

Physical Description 1

Description

The symmetrical, two storey, brick and render, Federation styled commercial building at 364-366 Latrobe Terrace, Newtown, is characterised by a prominent parapet having a central curvilinear bay, concrete cappings and flanking parapet piers with projecting cornices and crowned by orbs. These piers have further geometric elaboration including vertical motifs and lower projecting cornices. Within the central curvilinear bay is an elaborate panel with the date "1917". Behind the parapet is a gable roof form clad in corrugated sheet metal.

Below the parapet on the first floor are early paired timber framed double hung windows having 6 paned upper sashes and two paned lower sashes. There is also a central, incised vertical motif.

Below the introduced cantilevering verandah are introduced metal framed shopfront windows although a portion of the window openings may be early. There is also an introduced door.

At the rear of the building is a single storey wing that is connected to a hipped outbuilding that appears to date from 1911, as it appears on the Geelong Waterworks and Sewerage Trust Field Book plan for that year (see following).

Integrity

Integrity

Moderate Integrity. The ground floor shopfronts have been introduced, as has the projecting cantilevered verandah. The overpainting to the non-rendered portions of the front facade also appears to have been introduced.

Physical Conditions

Condition

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/>