

FORMER HOOPERS STORE



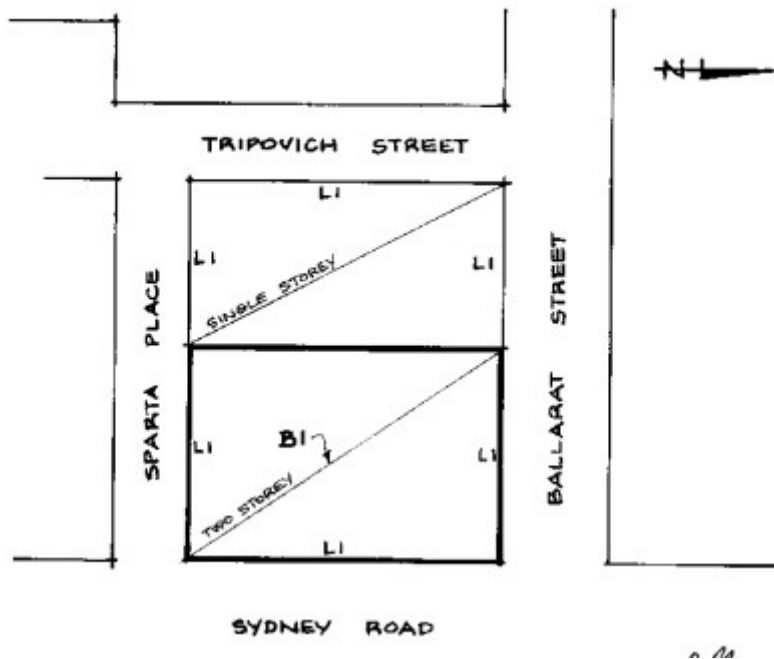
HOOPERS STORE SOHE
2008



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1 hoopers store sydney road
brunswick front view



plan

Location

459-475 SYDNEY ROAD AND 2-22 TRIPOVICH STREET AND 2-8 SPARTA PLACE BRUNSWICK,
MORELAND CITY

Municipality

MERRI-BEK CITY

Level of significance

Registered

Victorian Heritage Register (VHR) Number

H1296

Heritage Overlay Numbers

HO161

VHR Registration

February 20, 1997

Heritage Listing

Victorian Heritage Register

Statement of Significance

Last updated on - May 13, 1999

What is significant?

In March 1908 JH Hooper & Company, who had commenced business as drapers at Footscray in 1885, opened a new store and workshop in Sydney Road Brunswick in order to capture the Melbourne trade. The two storey American Romanesque style structure designed by HW & FB Tompkins, architects, and built by Robert McDonald, featured a structural steel internal framework, an arcaded red brick upper floor, a large wrap-around cantilever verandah and a frameless floor to ceiling glass shopfront. Hooper's occupied the building until 1935. A single storey extension was made to the rear of the building in 1937, and in recent times the building was subdivided and altered internally. These alterations also included removal of the original internal timber staircase and installation of a new shopfront.

How is it significant?

The former Hooper's store is of architectural and historical significance to the state of Victoria.

Why is it significant?

Hooper's store is an important early work of HW & FB Tompkins, architects. The Tompkins brothers were the first local designers to specialise in the American Romanesque style, which appeared in the 1890s and which emerged as the dominant commercial style of architecture until about the First World War. They became the leading architectural practice in warehouse and department store work and pioneered the use of multi storey structural steel frame works for these buildings. They designed many such buildings in Melbourne, including the department stores of Sydney Myer.

Hooper's store is reputedly the first example of the "American style of steel construction" in Victoria, perhaps Australia - a concept conceived in Chicago in the late 1880s, and one which was pioneered and exploited locally by the Tompkins brothers during the first quarter of the twentieth century. It is also notable for its early use of a cantilevered or suspended street awning. Spacious cantilevered verandahs became the fashion by the 1920s, thus superseding the earlier more squat post supported types. Hooper's store is also important as an early example in Victoria of American Romanesque style architecture - a style of simplicity and weighty robustness developed during the last half of the nineteenth century which reflected commercial and industrial wealth and power.

Hooper's store is historically important for its close associations with the Hooper family and John Robertson (John and Edward Hooper's partner), well known Melbourne metropolitan drapers who helped to initiate the universal Saturday half-holiday, and wage boards for shop assistants and employees in the clothing trade. John Robertson was instrumental in the anti-sweating league.

Permit Exemptions

General Exemptions:

General exemptions apply to all places and objects included in the Victorian Heritage Register (VHR). General exemptions have been designed to allow everyday activities, maintenance and changes to your property, which don't harm its cultural heritage significance, to proceed without the need to obtain approvals under the Heritage Act 2017.

Places of worship: In some circumstances, you can alter a place of worship to accommodate religious practices without a permit, but you must [notify](#) the Executive Director of Heritage Victoria before you start the works or activities at least 20 business days before the works or activities are to commence.

Subdivision/consolidation: Permit exemptions exist for some subdivisions and consolidations. If the subdivision or consolidation is in accordance with a planning permit granted under Part 4 of the *Planning and Environment Act 1987* and the application for the planning permit was referred to the Executive Director of Heritage Victoria as a determining referral authority, a permit is not required.

Specific exemptions may also apply to your registered place or object. If applicable, these are listed below. Specific exemptions are tailored to the conservation and management needs of an individual registered place or object and set out works and activities that are exempt from the requirements of a permit. Specific exemptions prevail if they conflict with general exemptions.

Find out more about heritage permit exemptions [here](#).

Specific Exemptions:

EXEMPTIONS FROM PERMITS:

INTERIOR DECORATIVE SCHEMES

Interior painting / wall-papering to walls and ceilings, provided the preparation work for painting / papering does not remove evidence of the building's original paint or other decorative scheme.

Removal of existing carpets / flexible floor coverings eg vinyl and installation of carpets and flexible floor coverings. Installation of curtain tracks, rods, blinds and other window dressings.

REFURBISHMENT OF TOILETS, KITCHENS

Refurbishment of toilets and kitchens including removal of existing sanitary fixtures and associated piping, mirrors, and wall and floor coverings, and installation of new fixtures, and wall and floor coverings.

Removal of existing kitchen benches and fixtures (stoves etc.) and floor coverings and installation of new kitchen benches and fixtures, including associated plumbing and wiring.

RE-WIRING

Re-wiring provided that all new wiring is fully concealed.

INSTALLATION OF INSULATION

Installation of bulk insulation to the roof space.

INSTALLATION OF SMOKE DETECTORS AND SECURITY ALARM SYSTEMS

REMOVAL OF EXTRANEOUS EXTERNAL ITEMS

Removal of air-conditioners / pipework / wiring / antennae / aerials / and making good.

INSTALLATION OF DAMP-PROOF COURSES

Installation of damp-proofing by either injection method, or "grouted pocket" method.

SIGNAGE

Existing signage may be altered/replaced provided that the new sign is no larger than the existing, is located in the same position and that no internally illuminated signage is used.

Construction dates 1908,
Architect/Designer Tompkins, HW & FB,
Heritage Act Categories Registered place,
Hermes Number 4935
Property Number

Extent of Registration

NOTICE OF REGISTRATION

As Executive Director for the purpose of the Heritage Act, I give notice under Section 46 that the Victorian Heritage Register is amended by including the Heritage Register Number 1296 in the category described as a Heritage Place:

Former Hooper's Store, 463-475 Sydney Road, Brunswick, Moreland City Council.

EXTENT:

1. All of the building marked B1 on Diagram 607316 held by the Executive Director of the Heritage Council.
2. All of the land marked L1 on Diagram 607316 held by the Executive Director of the Heritage Council, being all of the land described in Certificate of Title Volume 6106, Folio 103.

Dated 6 February 1997

RAY TONKIN

Executive Director

[Victoria Government Gazette No. G7 20 February 1997 pp.408-409]

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/>