
Shop



Shop

Location

490 SYDNEY ROAD COBURG - PROPERTY NUMBER 38395, MERRI-BEK CITY

Municipality

MERRI-BEK CITY

Level of significance

Recommended for Heritage Overlay

Heritage Overlay Numbers

HO578

Heritage Listing

Merri-bek City

Statement of Significance

Last updated on - May 12, 2023

What is significant?

The shop at 490 Sydney Road, Coburg is significant. The upper facade, particularly the parapet, tiles and arched opening, is significant. The lower facade, rear extension and awning is not significant.

How is it significant?

The shop is of local aesthetic significance to the City of Moreland. It also has rarity value in Coburg.

Why is it significant?

The shop is a rare example of a boom-era commercial structure in Coburg which is more common to the southern suburbs of Moreland. This portion of Sydney Road was once dense with late nineteenth century and early twentieth century commercial structures, though many have been demolished and replaced in the mid-to-late twentieth century premises. (Criterion B) The shop has aesthetic significance as an intact boom-era shop which has been well-maintained and presents well to the street. It is a distinctive historic building which stands out amongst the more recent buildings which now occupy this portion of Coburg on Sydney Road. Key features include the Diocletian arch and decorative parapet. (Criterion E)

Heritage Study/Consultant	Moreland - Moreland City Council: Local Heritage Places Review, Context Pty Ltd, 2004; Moreland - City of Coburg Heritage Conservation & Streetscape Study, Timothy Hubbard Pty Ltd, 1991; Moreland Heritage Nominations Study, Extent Heritage, 2022;
Construction dates	1886,
Hermes Number	57013
Property Number	

Physical Description 1

Shop

Physical Conditions

Good The condition of the shop is good overall, though there are some signs of deterioration to the awning and some discolouration to the render of the upper facade.

Integrity

Altered

Alterations and Additions:

- The structure has been painted, partially covering the original tiling on the parapet*
- New lower shop front provided*
- Awning altered*
- Rear extension

The structure has high integrity as the site of continued commercial use, whilst retaining its overall form and upper facade detailing.

* Denotes element that detracts from the cultural significance of the place.

Physical Description 2

The shop at 490 Sydney Road, Coburg is a two-storey commercial premises in the Victorian boom-era style. The building is of brick construction but has been rendered. The ground floor elevation has been altered since original construction with a modern steel and glass shop front provided. The awning has also been replaced, with the likely removal of pressed metal underside. However, the second storey elevation comprises a large Diocletian

arch with a recessed balcony and timber panel roof. The parapet conceals the roofline and is fitted with intact urns and original blue-glazed tiles which have since been partially painted over. The facade inside the balcony has been rendered using the harling technique.

The landscape surrounding the commercial property is exclusively commercial, with this portion of Sydney Road being the main commercial precinct of Coburg just south of the major intersection with Bell Street.

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/>