
Hooper's Store

Location

463-475 Sydney Road, Brunswick, Moreland City

Municipality

MERRI-BEK CITY

Level of significance

Included in Heritage Overlay

Heritage Overlay Numbers

HO161

Heritage Listing

Merri-bek City

Statement of Significance

Last updated on - January 1, 2008

Hooper's Store is of local historical and architectural significance. It is an early example of an American-style steel frame construction by architects H W and F B Tompkins. Architecturally, the red brick arcaded facade, the upper part of which remains substantially intact, appears particularly dynamic, enlivening significantly the Sydney Road streetscape.

Heritage Study/Consultant	Moreland - Keeping Brunswick's heritage: A Report on the Review of the Brunswick Conservation Study, Context Pty Ltd, 1990; Moreland - City of Moreland Heritage Review, Allen Lovell and Associates, 1999; Moreland - Northern Suburbs Factory Study, Vines, G and M, Churchward, 1992;
Architect/Designer	Tompkins, HW & FB,
Hermes Number	59104
Property Number	

Physical Description 1

Hooper's Brunswick store is a two storey steel-framed building with red brick cladding. The first storey facade has a series of arched openings between brick piers, with rendered arch mouldings, pier bases and string course at impost level. A rendered spandrel sits between timber-framed windows, many of which have been painted over with advertising. The parapet is of face brick, with a deep moulded cornice, a narrower moulded string course at the top, and rendered orbs on the pier tops. Curved wrought iron ties connect the cantilevered verandah with the brick piers.

The original verandah has been replaced and major internal alterations were undertaken in 1989 to incorporate an internal arcade of shops. The first floor remains substantially intact externally.

Key Architectural Elements: ornate Edwardian facade with face red brick wall and tall arched window openings
rendered dressings
curved wrought iron ties to verandah

Conservation Guidelines: reinstate shopfronts to original design
reinstate original frames and glazing to first floor windows
reinstate matching colour scheme to all facades

Principal Historic Themes: 19th and early 20th century retailing

Context: One of the most elaborate of the Victorian and Edwardian commercial premises that are a feature of Sydney Road.

Comparative Analysis: The colonnaded facade of Hoopers store is most closely comparable to roughly contemporary Dimmy's Store in Richmond.

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/>