

<b>Building:</b>	Shops	<b>Significance:</b>	B
<b>Address:</b>	297-301 Victoria Street, Abbotsford	<b>Melway Map Ref:</b>	2G J1
<b>Building Type:</b>	Shops	<b>Construction Date:</b>	1880-90
<b>Architect:</b>	Unknown	<b>Builder:</b>	Unknown



<b>Intactness:</b>	<b>Condition:</b>
G[x] F[ ] P[ ]	G[x] F[ ] P[ ]

<b>Existing Heritage Listings:</b>		<b>Recommended Heritage Listings:</b>	
Victorian Heritage Register	[ ]	Victorian Heritage Register	[ ]
Register of the National Estate	[ ]	Register of the National Estate	[x]
National Trust	[ ]	Heritage Overlay Controls	[x]

### **History**

In 1879 John Larkin owned a wooden shop on the north-east corner of Charles and Victoria Street. John Sherrard, a printer, was in residence. In 1880 Larkin built three brick and wooden shops on the site. No. 301 was leased to Henry Ryder, a hatter, No. 299 was leased to John Marr, a bootmaker, and No. 297 was leased to John Best, a butcher. In 1881, the shops were described as brick, all with NAVs of £24.

Andrew Ward. *Collingwood Conservation Study*. 1995.

### **Description**

The double-storey shops at 297-301 Victoria Street, Abbotsford, are of red brick construction designed in an ornate Italianate style. The facade is composed of superimposed orders, with Tuscan pilasters on the ground floor, and Ionic pilasters on the first floor. The shop at the corner (No. 297) has semi-circular arched windows, with rendered archivolt and low relief sculptured figures in the spandrels facing Charles Street. The corner entrance opening has a segmental arched head and splayed reveals. A balconette projects at first floor level above the corner entrance. First floor windows are tripartite double-hung sashes with flattened arched heads. The Ionic pilasters support a consoled cornice, above which is a plain parapet.

The section facing Charles Street is relatively plainer, without pilasters. The two storeys are divided by a plain rendered string course.

Alterations include the painting of the red brick and rendered details, except at No. 301, the replacement of the original shop fronts at Nos. 299 and 301, and the infilling of the corner first floor window at No. 299.

### **Significance**

The shops at 299-301 Victoria Street, Abbotsford, are of local architectural significance. They are particularly ornate examples of the Italianate style with unusual first floor fenestration, diminished somewhat by the painting of most of the brickwork, and a rare intact shopfront at no. 299. The shops are important heritage elements in the streetscape.

### **Original Source**

Andrew Ward. *Collingwood Conservation Study*. 1995.