

**Braun, C J and Co, Shoe Manufactures Factory/warehouse,
later Blue Laser Jean Company, 92-94 Easey Street,
Collingwood**

Heritage overlay: HO321

City of Yarra Property Number: 124960

What is significant?

The Braun, C J and Co, Shoe Manufactures factory/warehouse at 92-94 Easey Street, Collingwood was created in 1933 for Norman Trescowthick and has other historical associations with firms such as Aristocrat Shoes Pty Ltd.. The place has a good integrity to its creation date.

Fabric from the creation date at the Braun, C J and Co, Shoe Manufactures factory/warehouse is locally significant within the City of Yarra, compared to other similar places from a similar era.

How is it significant?

The Braun, C J and Co, Shoe Manufactures factory/warehouse at 92-94 Easey Street, Collingwood is historically and architecturally significant to the locality of Collingwood and the City of Yarra.

Why is it significant?

The Braun, C J and Co, Shoe Manufactures factory/warehouse is significant as a well-preserved brick and render factory in the Moderne style, with distinctive details such as the sunburst 'keystone', doorway, stepped parapet and string mould. The Trescowthick name is locally prominent in the shoe trade.

References:

Municipal rate books:

VPRS 377/P/000

City of Collingwood /DarlingWard

Rate year/Rate no./Occupier/Owner/Description /NAV

1944/45; 5959; Stanwin Show Co, Manfrs; Trescowthick Norman changed to Stewart, George Stanley, 11 Narbethong Rd Murrumbeena T.B 94; Brick Factory; 200

1940-41; 6056; Aristocrat Shoes Pty Ltd. Crossed out; Trescowthick Norman 324 Hoddle St, A'ford address changed to c/ A L Royce and Warne Smith, 93 William St Melb.; Brick Factory ; 200

1935-36; 6079; Braun Carl J., Manufacturers; Trescowthick Norman, 324 Hoddle St, A'ford; Brick factory; 140

1934-35; 6088; Braun Carl J., Manufacturers; Trescowthick Norman, 324 Hoddle St, A'ford; Brick factory; 140

1933-34; 6106; Aristocrat Shoe Pty Ltd crossed out to read Braun Carl; Trescowthick Norman, 324 Hoddle St, A'ford; Brick Factory; 160

1932-33; 6122; ; Phillips J and C. E. Exectrs crossed out to read Trescowthick Norman C 324 Hoddle St Abbotsford; Brick House, pop 6 ; 40

1931-32; 6088; Chandler William J.; Phillips J and C.E. Extrs c/- Mr Lloyd, 94 Victoria Rd, Auburn; Brick House; 60

1930-31; 6112; Chandler William J, Cab Driver; Phillips Clara E crossed out to read Est Phillips Job ; Brick House. Pop. 6; 60

City of Yarra Review of Heritage Precincts 2007
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Melbourne or Victorian directories:

North Side

92 Easey Street

1944-45; 92 Dependable Accsrs Py Ld, sht mtl wkrs

1940; 92 Dependable Accsrs Py Ld, sht mtl wkrs

1935; 92 Braun, C J and Co Shoe mnfrst

1934; No Listing

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94 Easey Street

1944-45; 94 Watson Products Py Id, oil merchts

1940; 94 Watson Products Py Id, oil merchts

1939; 94 No listing

1936; 94 No listing

Other references:

MMBW Detail Plan shows earlier buildings;