

Dr Hollow's shops and flats, 337-345 St Georges Road, Fitzroy North

Heritage overlay: HO327

City of Yarra Property Number: 236285

What is significant?

The Dr Hollow's shop and flat block at 337-345 St Georges Road, Fitzroy North was created in 1938-1939 for Dr. John Thomas Hollow and has other historical associations with Joseph and Birdie Hollow, Croft Stores Pty. Ltd and Edward Archibald. The place has a good integrity to its creation date (superficially altered shopfronts).

Fabric from the creation date at the Dr Hollow's shops and flats is locally significant within the City of Yarra, compared to other similar places from a similar era.

How is it significant?

The Dr Hollow's shops and flat block at 337-345 St Georges Road, Fitzroy North is historically and architecturally significant to the locality of Fitzroy North and the City of Yarra.

Why is it significant?

The Dr Hollow's shops and flat block is significant as a Moderne style cream and manganese brick, one and two storey corner complex, with a highly detailed and parapeted brick façade, arched entry porches to residences behind, cantilever street canopies, and some original shopfronts and significant dado tiling.

The combination of different uses is unusual in the area for that period.

References:

Municipal rate books:

VPRS 4301/P/0001

City of Fitzroy / North Ward

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

1944/45; 6228; Hollow, Joseph B and Birdie, chemist ; O/O; 337-339, Brick Store, 6 rms; 165

; 6229; Stephens Harold, Pastry Cook, ; Hollow, R. N. Mrs. 31 Hurtle St, Ascot Vale; 341,

Brick Store 4 rms; 115

; 6230; Archibald Edward, engineer; Hollow, R. N. Mrs. 31 Hurtle St, Ascot Vale; 343, Brick Flat 4 rms; 65

; 6231; Croft Stores Pty Ltd; Hollow, R. N. Mrs. 31 Hurtle St, Ascot Vale; 345, Brick Store; 60

1940-41; 6231; Hollow, Joseph B and Birdie, chemist ; O/O; 337-339, Brick Store, 6 rms, pop 3; 165

; 6232; Porter Joseph Edward, Confectioner; Hollow John Thomas Dr. Mental Asylum; 341, Brick Store 4 rms, pop 2; 115

; 6233; Archibald Edward, engineer; Hollow John Thomas Dr. Mental Asylum; 343, Brick Flat 4 rms; 65

; 6234; Croft Stores Pty Ltd, merchants; Hollow John Thomas Dr. Mental Asylum; 345, Brick Store, ; 60

1939/40; 6230; Hollow, Joseph B and Birdie, chemist ; O/O; 337-339, Brick Store, 6 rms, pop 3; 165

; 6231; Porter Joseph Edward, Confectioner; Hollow John Thomas Dr. Mental Asylum, Ararat; 341, Brick Store 4 rms, pop 2; 115

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; 6232; Archibald Edward, engineer; Hollow John Thomas Dr. Mental Asylum, Ararat; 343, Brick Flat 4 rms; 65
; 6233; Croft Stores Pty Ltd, merchants; Hollow John Thomas Dr. Mental Asylum, Ararat; 345, Brick Store, ; 60
1938/39; 6241; Hollow, Joseph B and Birdie, chemist ; Hollow John Thomas Dr. crossed out to read Hollow, Joseph B and Birdie; 337-339, Brick Store, 6 rms, pop 3; 165
; 6242; Porter Joseph Edward, Confectioner (in pencil); Hollow John Thomas Dr. Mental Asylum, Ararat; 341, Brick Store,; SV 3/4/1939, 17 to 76,
; 6243; Archibald Home duties (in pencil); Hollow John Thomas Dr. Mental Asylum, Ararat; 343, Brick Flat; SV 3/4/1939, 14 to 43
; 6937; Crofts Stores Pty Ltd; Hollow John Thomas Medical Practitioner; 345 brick Store; S Verandah, 3/4/1939,60

1937/38; 6911; Land; Hollow John Thomas Medical Practitioner, Mental Hospital Kew; Tramways Subdivision, Land lot 1; 32
; 6912; Land; Hollow John Thomas Medical Practitioner, Mental Hospital Kew; Tramways Subdivision, Land lot 2; 17
; 6913; Land; Hollow John Thomas Medical Practitioner, Mental Hospital Kew; Tramways Subdivision, Land lot 3; 14
1935-36; 6242; Land; MMTB; Land 117.7 x 54/105; 30

Melbourne or Victorian directories:

West Side

1944/45; Holden St
333 Hollow J and B chmst
341 Porter J. E., pstryck
343 Archibald Edward G
345 Crofts Strs Py Lt

1940; Holden St
333 Hollow J and B chmst
341 Porter J. E., pstryck
343 Archibald Edward G
345 Crofts Strs Py Lt

1939; Holden St
333 Hollow J and B chmst
339 Kanake D frtr

1938; Vacant

1937; Tram Shed.
1936; Tram Shed.
1935; Tram Shed.

Other references: