
Coles Store



Coles Store, 117 Upper Heidelberg Road.jpg



Coles Store.jpg

Location

115-117 Upper Heidelberg Road IVANHOE, BANYULE CITY

Municipality

BANYULE CITY

Level of significance

Included in Heritage Overlay

Heritage Overlay Numbers

HO90

HO192

Heritage Listing

Banyule City

Statement of Significance

Last updated on - July 20, 2009

What is significant?

The former Coles Store at 117 Upper Heidelberg Road, designed by architect Harry Norris for G.J Coles in 1939-40 is significant.

How is it significant?

117 Upper Heidelberg Road is of historic and aesthetic significance to the City of Banyule.

Why is it significant?

The Coles Store at 117 Upper Heidelberg Road is historically significant for its association with the prominent Melbourne architect Harry Norris. Norris who was well-known for his commercial and industrial architectural work, the designs of which were innovative for their time. The design of the store in Upper Heidelberg Road is based on an archetype created by Norris for the Coles retail empire, and is one of a number of Coles Stores in this style designed and built by Norris throughout Australia. Norris' association with G.J.Coles and Alfred Nicholas afforded him many opportunities to build in the commercial arena, and his name is synonymous with the emergence of 'Modern' design in Melbourne. This store is representative of the work Norris was undertaking for Coles at the time. (Criterion A)

117 Upper Heidelberg Road is an aesthetically significant building within the Ivanhoe Shopping Centre Precinct (HO90).

It is an excellent example of inter-war austere commercial style and has further significance as a representative Coles Store of the 1930s in Banyule. The curved glazing to the shopfront windows and the double entry doors are an original and significant feature. (Criterion D &E)

The store is of significance for its modernist facade featuring curved glass windows, tiling and terrazzo finishes to the shopfront, its intact modern styling to the parapet, and the monitor roof-light with its fibrous plaster decorative grooves and vent slots. The bank of four windows above the verandah are a distinctive feature of the front facade. (Criterion E).

| | |
|---------------------------|---|
| Heritage Study/Consultant | Banyule - Banyule Heritage Review, Context P/L, 2009; Banyule - Banyule Heritage Study, Allum Lovell & Associates, 1999; Banyule - Heidelberg Conservation Study, Graeme Butler and Associates, 1985; |
| Construction dates | 1939, |
| Architect/Designer | Norris, Harry A, |
| Hermes Number | 123087 |
| Property Number | |

Physical Description 1

The character of Upper Heidelberg Road is dominated by the austere commercial style that predominated around the first World War. The Ivanhoe shopping centre is a traditional shopping centre sited on one of the two earliest thoroughfares through Banyule and represents a range of commercial building from the 1915-1940 period.

The commercial building designed for G.J.Coles in Upper Heidelberg Road is an example of the modern style expressed in the facade treatment, double entrance doors and shopfront windows. The interior is lit by a bank of small clerestory windows to the front and side elevations. There is restrained incised detailing in the facade and the original shop front windows are streamlined with rounded corners. The verandah canopy has been altered and there is advertising signage that detracts from the building.

The Coles Store at Ivanhoe has two double-door entrances flanked by intact curved glass and tiled show windows and paved with geometric patterned terrazzo. The double door entrances were a particular feature of suburban Coles variety stores. Inside the curves continue with the impressive curved coves of the monitor roof-

light and its fibrous plaster decorative grooves and vent slots. Removed features include the curved timber veneered counters with chrome edging and curved glass. Comparable Coles stores are in Station Street, Fairfield and High Street, Northcote.

The Ivanhoe shopping centre forms a commercial precinct (HO90). The Coles building is a significant building within the precinct.

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/>