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# WEST COBURG PROGRESS ASSOCIATION HALL & CINEMA



West Coburg Progress  
Association Hall &  
Cinema

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## Location

234A REYNARD STREET,, COBURG VIC 3058 - Property No 27033

## Municipality

MERRI-BEK CITY

## Level of significance

Included in Heritage Overlay

## Heritage Overlay Numbers

HO141

## Heritage Listing

Merri-bek City

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## Statement of Significance

Last updated on - January 1, 2008

The West Coburg Progress Theatre is of local historical significance and local architectural significance. It is the only remaining operational cinema in the City of Moreland, and it has been operating continuously since 1927. The 1939 facade is of particular note; the Moderne idiom was obviously considered appropriate to front a cinema operated by a Progress Association.

Heritage Study/Consultant	Moreland - City of Moreland Heritage Review, Allen Lovell and Associates, 1999; Moreland - City of Coburg Heritage Conservation & Streetscape Study, Timothy Hubbard Pty Ltd, 1991;
Construction dates	1927,
Architect/Designer	Milne, George, Hedley, G,
Hermes Number	59082
Property Number	

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## Physical Description 1

The West Coburg Progress Association Hall and Cinema, on the corner of Reynard and Lascelles Streets, is a single storey brick and weatherboard building with a corrugated iron roof. The hall has a simple longitudinal gabled roof. The 1939 facade is rendered red brick and has a stepped, curved parapet and bears the word 'progress' in large cut-out lettering. A simple cantilevered verandah sits above the entrance, which is flanked by two shopfronts, which appear to be substantially intact. The west, south and east elevations of the 1939 building have green tiled dado, above a cream brick plinth, and the west elevation has a small rectangular glass brick panel.

### Key Architectural Elements:

Moderne facade with stepped parapet  
distinctive Moderne progress signage on parapet  
two original shopfronts flanking main entrance

### Conservation Guidelines:

Replace non-original signage with signage to sympathetic design

*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/>*