

# DENNYS LASCELLES WOOL STORES



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WOOL STORES SOHE 2008



1 dennys lascelles wool  
stores geelong wool museum  
apr1997



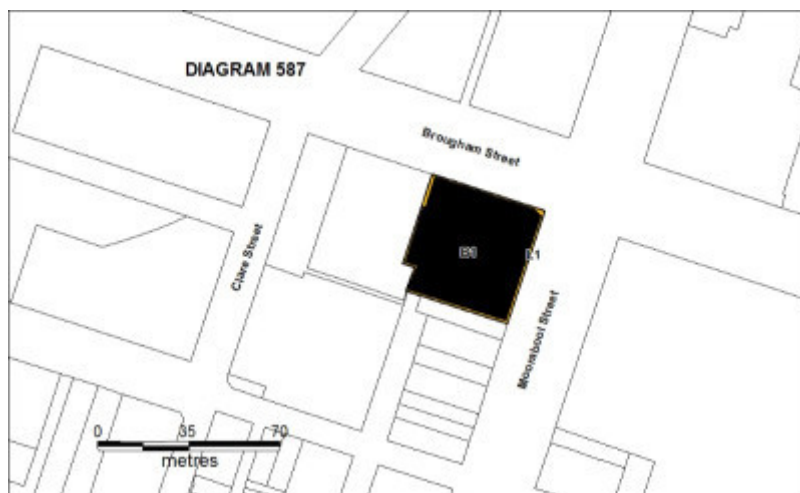
dennys lascelles wool stores  
geelong front view dennys  
lascelles feb1970



dennys lascelles wool stores  
geelong front view bow truss  
building demolished 1990



dennys lascelles wool stores  
geelong wool museum  
building front view publication



H0587 dennys lascelles wool stores plan 2007

## Location

26 MOORABOOL STREET GEELONG, GREATER GEELONG CITY

## Municipality

## **Level of significance**

Registered

## **Victorian Heritage Register (VHR) Number**

H0587

## **Heritage Overlay Numbers**

HO10

## **VHR Registration**

October 9, 1974

## **Amendment to Registration**

September 13, 2007

## **Heritage Listing**

Victorian Heritage Register

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## **Statement of Significance**

Last updated on - September 20, 2007

What is significant?

The former Dennys Lascelles Wool Store, Geelong was built in 1872 to general acclaim for its size, innovation and distinctive facade. Charles John Dennys (1818-1898) was a pioneer in the wool industry, largely responsible for the development of the wool marketing business in Geelong. He arrived in the colony from England in 1842 and in 1852 set up a wool-broking business with his cousin Thomas Allen Lascelles, and Edward Walton, a firm that developed into Dennys Lascelles Ltd, one of the largest wool-broking houses in Victoria. In 1881 the prominent grazier Sidney Austin joined the company which became Dennys, Lascelles, Austin and Co.

The former wool store is a bluestone structure with cement rendered ornamentation and a saw tooth roof covered in slate. C. J. Dennys had the designs for the building drawn up by a local architect Jacob Pitman who was later dismissed. Jonathan Coulson of Ballarat took over and oversaw the construction of the building which apparently bore a close similarity to Pitman's original design. At the time of its construction, it was the second largest wool store in the colony after Goldsbrough & Co. in Melbourne. It was recognised as advanced in size and functionality. Its internal layout was innovative, as was the ventilation and the lighting. The saw tooth roof had south facing windows designed to give even light over the wool displayed during auctions. A major annexe was added in 1881 and demolished in 1983. The final major extension to the wool store was the bow string truss building built in 1910 and demolished in a controversial decision in 1990. The former wool store now houses the National Wool Museum.

How is it significant?

The former Dennys Lascelles Wool Store is of historical and architectural significance to the State of Victoria.

Why is it significant?

The former Dennys Lascelles Wool Store is of historical significance for its associations with C. J. Dennys a leading figure in the nineteenth century Australian wool trade. The place also has associations with the wool trade in Victoria and its scale and design reflects the importance of Geelong as a centre for Victoria's wool industry.

The former Dennys Lascelles Wool Store is of architectural significance as a fine example of a large bluestone wool store built both for the storage and marketing of wool. It is notable for its distinctive bluestone facade and its innovative and early use of a slate covered saw tooth roof.

## Permit Exemptions

### General Exemptions:

General exemptions apply to all places and objects included in the Victorian Heritage Register (VHR). General exemptions have been designed to allow everyday activities, maintenance and changes to your property, which don't harm its cultural heritage significance, to proceed without the need to obtain approvals under the Heritage Act 2017.

Places of worship: In some circumstances, you can alter a place of worship to accommodate religious practices without a permit, but you must [notify](#) the Executive Director of Heritage Victoria before you start the works or activities at least 20 business days before the works or activities are to commence.

Subdivision/consolidation: Permit exemptions exist for some subdivisions and consolidations. If the subdivision or consolidation is in accordance with a planning permit granted under Part 4 of the *Planning and Environment Act 1987* and the application for the planning permit was referred to the Executive Director of Heritage Victoria as a determining referral authority, a permit is not required.

Specific exemptions may also apply to your registered place or object. If applicable, these are listed below. Specific exemptions are tailored to the conservation and management needs of an individual registered place or object and set out works and activities that are exempt from the requirements of a permit. Specific exemptions prevail if they conflict with general exemptions.

Find out more about heritage permit exemptions [here](#).

### Specific Exemptions:

#### EXEMPTIONS FROM PERMITS:

(Classes of works or activities which may be undertaken without a permit under Part 4 of the Heritage Act 1995)

#### General Conditions:

1. All exempted alterations are to be planned and carried out in a manner which prevents damage to the fabric of the registered place or object. However if other previously hidden or inaccessible details of the place or object are uncovered, any works which affect such items shall immediately cease. The Executive Director shall be notified of the details immediately to enable Heritage Victoria representatives to inspect and record the items, and for discussion to take place on the possible retention of the items, or the issue of a modified approval.
2. If there is a conservation policy and plan approved by the Heritage Council or Executive Director, all works and activities shall be in accordance with that policy and plan.
3. Nothing in this declaration prevents the Executive Director from amending or rescinding all or any of the permit exempt alterations provided work has not commenced on the alteration.

#### Exterior

\*Relocation and replacement of existing signage provided that all work is in accordance with the attached signage policy and design (document Nos. 602379/1998/16.1 & 602379/1998/16.2) and the signs are repositioned in accordance with the predetermined locations shown on document No. 602379/1998/16.3 prepared by Heritage

Victoria. The maximum number of signs at any time shall not exceed nine bracketed signs and four promotional banners.

#### Interior

\*Installation and relocation of non original partition walls provided they are minimally fixed into position and do not involve any alterations to the internal post and beam structure, roof structure, and floor structure. NOTE: This exemption does not apply to any remaining 1920s and 1930s partitioning identified in the Conservation management Plan prepared by Allom Lovell Sanderson Pty Ltd, dated 1986.

\*Relocation of the original timber auctioneers desk provided that it publicly visible at all times.

\* Painting of previously painted walls and ceilings provided that preparation or painting does not remove evidence of the original paint or other decorative scheme.

\* Installation, removal or replacement of carpets and/or flexible floor coverings.

\* Installation, removal or replacement of curtain track, rods, blinds and other window dressings.

\* Installation, removal or replacement of hooks, nails and other devices for the hanging of mirrors, paintings and other wall mounted artworks in the west wall or later infill or temporary walls. For other original walls screws or other fixing devices shall be concealed and mounted into the ceiling timbers and not in the original bluestone walls.

\*Refurbishment of bathrooms, toilets including the removal, installation and replacement of sanitary fixtures and associated piping, mirrors, walls, and floor coverings.

\*Refurbishment of commercial kitchen, bar and servery areas including the removal, installation or replacement of existing fittings and fixtures, associated services, and finishes.

\* Installation, removal or replacement of ducted, hydronic or concealed radiant type heating provided that the installation does not damage existing skirtings and architraves and provided that the location of heating units is concealed from view.

\* Installation, removal or replacement of electrical wiring provided that all new wiring is fully concealed and any original light switches, pull cords, push buttons or power outlets are retained in-situ and do not cause structural alterations.

\*Installation of track lighting and other temporary lighting fixtures provided that they are not fixed to the original fabric or if fixed to the original fabric they are fully concealed.

\* Installation, removal or replacement of smoke detectors.

Construction dates	1872,
Architect/Designer	Stone, Edward,
Heritage Act Categories	Registered place,
Other Names	NATIONAL WOOL MUSEUM, BOW TRUSS BUILDING (DEMOLISHED),
Hermes Number	536
Property Number	

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## History

Associated People:

## Plaque Citation

Built in 1872 for the company set up by C. J. Dennys, a leading figure in the wool trade, this wool store was recognised as innovative for its size, layout and use of a sawtooth roof.

## Extent of Registration

## NOTICE OF REGISTRATION

As Executive Director for the purpose of the **Heritage Act 1995**, I give notice under section 46 that the Victorian Heritage Register is amended in that the Heritage Register Number 587 in the categories described as a Heritage Place is now described as:

Former Dennys Lascelles Wool Store  
26 Moorabool Street  
Geelong  
City of Greater Geelong

### EXTENT:

1. All the building known as the former Dennys Lascelles Wool Store marked B1 on Diagram 587 held by the Executive Director.
2. All the land known as Geelong National Wool Centre and Museum Reserve and gazetted as Crown Reserve Rs 04022, Parcel P144306, Crown Allotment 1A of 9 Parish of Corio marked L1 on Diagram 587 held by the Executive Director.

Dated 7 September 2007

RAY TONKIN  
Executive Director

[*Victoria Government Gazette* G 37 13 September 2007 2080-2081]

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*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/>*