
Electric Lighting and Traction Co.



Electric Light & Trading
Co - 82 Brougham Street,
Geelong

Location

82 Brougham Street, GEELONG VIC 3220 - Property No 212547

Municipality

GREATER GEELONG CITY

Level of significance

Included in Heritage Overlay

Heritage Overlay Numbers

HO886

Heritage Listing

Greater Geelong City

Statement of Significance

Last updated on -

C Listed - Local Significance

STATEMENT OF SIGNIFICANCE

82-86 Brougham Street has architectural and historic significance at a local level. It is a representative example of Federation commercial architecture in the Geelong area. The facade has a high degree of integrity and retains

characteristic form and siting, as well as notable details displaying a Mannerist influence. The building has historical associations with the Electric Lighting Traction Company for whom it was built, and from 1930 to 1970 was occupied by the State Electricity Commission of Victoria continuing the building's historical association with power supply to Geelong for a period of seventy years.

Heritage Study/Consultant	Greater Geelong - Geelong Region Historic Buildings and Objects Study Volume 2, Allan Willingham, 1986;
Heritage Act Categories	Registered place,
Hermes Number	18401
Property Number	

Physical Description 1

82-86 Brougham Street is an attached double storey brick parapet building with a high degree of integrity. The brick and render facade features unusual details displaying a Mannerist influence. The north facade is divided into vertical rectangular bays by double height pilasters that extend through the full height of the entablature. The openings in the ground and first floor are pairs of double hung sash windows. On the ground floor the windows have triple lights above and cream brick arches. Notable details on the facade include the central bay with recessed pediments and narrow Corinthian pilasters, patterned tilework, moulded string courses and keystones. Some opening on the ground floor have been bricked in. The side entrance is marked by a stepped parapet, corbelled walls and similar windows of a different scale. The original signage decorates the entrance. The east facade is also divided into rectangular bays but has large arches with keystones, darker brick pilasters, and string courses. The building is now occupied by Coles and a new structure extends above and behind the old parapet on both facades.

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/>