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# Former Dennys Lascelles Concrete Woolstore



B4710 Dennys Lascelles  
Concrete Woolstore

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## Location

Cnr Brougham & Clare Streets,, GEELONG VIC 3220 - Property No B4710

## Municipality

GREATER GEELONG CITY

## Level of significance

Demolished/Removed

## Heritage Listing

National Trust

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## Statement of Significance

Last updated on - April 10, 2008

### Bow Truss Statement

Although this four-storied warehouse was not the first large reinforced concrete commercial building in Victoria, it is now the most original known and possesses a number of unusual features. The bow-string roof trusses span 182 feet and contribute both a technological feat to the building and a strong visual element to the Geelong skyline. The external cladding is also of reinforced concrete and thus is structural as well as decorative in a simple Art Nouveau style.

As a part of a complex which began on its site in 1872 under C.J. Dennys, this building perpetuates the advances made in wool marketing by the firm in their earlier buildings. Edward Giles Stone, C.E. , of Stone & Siddeley, designed this warehouse for erection during 1910-13 when it was claimed as being the largest flat -roof space in the world (almost an acre) without visible support, and thus creating a flood of natural light on the showroom tables by means of roof lighting.

Classification includes the whole external facade facing Corio, Clare, and Brougham Streets, and all of the

internal concrete structure. Particular note is made of the ground floor entrance porch at the Clare & Corio Street corner.

Classified: 12/06/1980

Demolished: 22/03/1990

Other Names      Bow Truss Building,

Hermes Number   68195

Property Number

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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/>*