
Dennys Lascelles Ltd Wool Store 96-98

Location

98 Western Beach, GEELONG VIC 3220 - Property No 213812

Municipality

GREATER GEELONG CITY

Level of significance

Incl in HO area indiv sig

Heritage Overlay Numbers

HO1638

HO1189

Heritage Listing

Greater Geelong City

Statement of Significance

Last updated on -

C Listed - Local Significance

STATEMENT OF SIGNIFICANCE

The section of the Deakin University Waterfront Campus, 98 Western Beach, Geelong, has significance as a legacy of the former Dennys Lascelles Ltd woolstores constructed in 1934. The complex as a whole has experienced substantial change in the late 1990s and now serves as a University Campus. The 1934 section of the Deakin University Waterfront Campus at 98 Western Beach is architecturally significant at a LOCAL level. Although altered, it demonstrates some original interwar design qualities. These qualities include the irregular unpainted brick 6 storey wall planes as the building follows the curved form of Cunningham Street, building separation right of way with the neighbouring building in Western Beach, and the large face red brick rectangular wall planes that terminate as plain parapets with projecting corbelled brick cappings. Other intact or appropriate qualities include the vestigial colonnades of giant, plain rectangular piers with 4 storey vertical bays of timber framed double hung windows and terra cotta spandrel panels, timber framed double hung windows, "Dennys Lascelles Ltd Woolbrokers" signage below the parapets, and the Dr David Rowe Authentic Heritage Services Pty Ltd File No. 1189 Page GEELONG CITY C CITATIONS ground floor vehicular door openings. The architectural significance of this building also relies on the retention of the remaining parts of the woolstores

complex. The 1934 section of the Deakin University Waterfront Campus at 98 Western Beach is historically significant at a LOCAL level. It is associated with the development of the Dennys Lascelles Ltd woolstores from 1934, and in more recent years as part of the Deakin University Waterfront Campus. Overall, the 1934 section of the Deakin University Waterfront Campus at 98 Western Beach is of LOCAL significance.

References

References Geelong City Council Rate Books Villamanta Ward, 1925-1960, Geelong Historical Records Centre. Town Plan of Geelong 1923, Public Records Office, Melbourne. Alom Lovell amp Associates, Former Dalgety Woolstore, Geelong a Conservation Study, 1988, Geelong Historical Records Centre. Alom Lovell Sanderson Pty. Ltd., Former Dennys Lascelles Woolstore Conservation Management Plan, 1986, Geelong Historical Records Centre. Willingham, A., Deakin University Geelong Woolstores Campus a Conservation Plan, 1994, Geelong Historical Records Centre. The Geelong Advertiser, 24 February, 1934, 12 May, 1934. Dr David Rowe Authentic Heritage Services Pty Ltd File No. 1189 Page

Heritage Study/Consultant	Greater Geelong - Geelong City Urban Conservation Study, Volumes 2-5, Graeme Butler, 1991; Greater Geelong - Geelong City Urban Conservation Study, Graeme Butler, 1993; Greater Geelong - Geelong City 'C' Citations Study, Dr David Rowe, 2002;
Heritage Act Categories	Registered place,
Hermes Number	18902
Property Number	

Physical Description 1

Description The 1934 section of the Deakin University Waterfront Campus formerly Dalgety and Co. Woolstore, 98 Western Beach Geelong, is set on a corner site with Cunningham Street. The building has irregular unpainted brick wall planes, as the building follows the curved form of Cunningham Street. Between this building and the neighbouring 1901 building on Western Beach is a narrow right of way. The 1934 building has large face red brick rectangular wall planes that terminate as plain parapets with projecting corbelled brick cappings. The vertical emphasis of the 6 storeyed facades is accentuated by the early vestigial colonnade of giant, plain rectangular piers with early 4 storey vertical bays of timber framed double hung windows and terra cotta spandrel panels. Other early features of the design include the ground floor timber framed double hung windows and the similarly constructed windows below the parapet, large ground floor door openings, and the 'Dennys Lascelles Ltd Woolbrokers' signage below the parapets. The large four storey rectangular openings in the northwest corner of the building has been introduced, as has some of the vehicular openings at ground floor.

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/>