
Shop and Residence



15 Mercer St Geelong.jpg

Location

15 Mercer Street, GEELONG VIC 3220 - Property No 216198

Municipality

GREATER GEELONG CITY

Level of significance

Included in Heritage Overlay

Heritage Overlay Numbers

HO1041

Heritage Listing

Greater Geelong City

Statement of Significance

Last updated on - December 6, 2018

C listed - Local Significance

STATEMENT OF SIGNIFICANCE

The shop and residence, 15 Mercer Street, has significance as a legacy of the mid-19th century commercial developments in this part of Mercer Street. Built in c.1864 possibly for William Stephens Howell, the building is in fair condition when viewed from the street, and although the first floor at the front appears reasonably intact, the

ground floor shopfronts have been substantially altered.

The shop and residence at 15 Mercer Street are architecturally significant at a **LOCAL** level. They demonstrate original design qualities of a rudimentary Victorian commercial style. These qualities include the front simple rendered parapet, projecting front parapet cornice, and the symmetrical, three-bayed composition. Other intact or appropriate qualities include the rendered bluestone wall construction, hipped roof form and galvanised corrugated steel roof cladding, simple rendered window architraves and openings, timber framed double hung windows, rendered window sills, rendered label

moulds, ground floor doorway, simple side parapets, rear unpainted bluestone wall construction, and the rear unpainted bluestone window sills and lintels.

The shop and residence at 15 Mercer Street are historically significant at a **LOCAL** level. They are associated with commercial developments in this section of Mercer Street in the mid 19th century. In particular, this shop and residence has associations with William Stephens Howell, who possibly had it built in c.1864. He had been owner of a stone shop on this site from 1854-55.

Overall, the shop and residence at 15 Mercer Street are of **LOCAL** significance.

REFERENCES

Reports and Drainage Plans, Barwon Water profis system, 1918, 1921, 1951, 1989, 1990.

Sands & McDougall's Directory of Geelong, 1972, Geelong Historical Records Centre.

Sands & McDougall's "Invicta" Geelong Directory, 1968, Geelong Historical Records Centre.

Geelong City Council Rate Books (Villamanta Ward), 1890-1960, Geelong Historical Records Centre.

Geelong City Council Valuations Books (Villamanta Ward), 1854-1890, Geelong Historical Records Centre.

Town Plan of Geelong 1858, Geelong Historical Records Centre.

Land Title Search 66218, Land Titles Office, Bourke Street, Melbourne.

Removed from City Fringe Heritage Area (HO1639)

Heritage Study/Consultant	Greater Geelong - Geelong City Urban Conservation Study, Volumes 2-5, Graeme Butler, 1991; Greater Geelong - Geelong City Urban Conservation Study Volume 1, Graeme Butler, 1993; Greater Geelong - Geelong City 'C' Citations Study, Dr David Rowe, 2002; Geelong City Fringe Heritage Area Review, RBA Architects + Conservation Consultants, 2018;
Heritage Act Categories	Registered place,
Hermes Number	19907
Property Number	

Physical Description 1

The shop and residence at 15 Mercer Street, Geelong, is set on the mid 19th century commercial centre of Mercer Street. The building is also situated on an average-sized allotment.

The symmetrical, two storey, rendered bluestone, rudimentary Victorian commercial styled building is characterised by a simple rendered parapet that has a dropped projecting cornice below. The building has a three-bayed composition, defined by the early window openings with early timber framed double hung windows. Above the windows are simple projecting label moulds of similar design to the parapet cornice, while there are also rendered brick window sills in fair-poor condition.

Beyond the parapet is a simple hipped roof form clad in galvanised corrugated steel.

The ground floor shopfront has been substantially altered, and is now defined by a three bayed composition of metal framed windows and timber and glazed recessed door with timber framed transom above. This doorway appears to be in the original location. The projecting cantilevering verandah has also been introduced.

The side walls are also constructed of rendered bluestone, with an exposed timber member projecting from the parapet which is simple in design.

The rear of the building comprises an unpainted rough-faced bluestone wall with bluestone window sills and lintels, and timber framed double hung windows. It is also punctuated by service pipes and there is an introduced skillion addition.

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/>