
Brown Bros. (former) Iron Store

Location

17 Mercer Street, GEELONG VIC 3220 - Property No 216200

Municipality

GREATER GEELONG CITY

Level of significance

Registered

Victorian Heritage Register (VHR) Number

H0742

Heritage Listing

Greater Geelong City

Statement of Significance

Last updated on - December 6, 2018

A Listed - State Significance

STATEMENT OF SIGNIFICANCE

The former Brown Brothers British and Foreign Warehouse was manufactured as a prefabricated iron structure by an unknown foundry and imported and erected in 1854 for G & WH Brown, importers and cutfitters. Situated on the corner of Ginn and Mercer Streets, Geelong, this two storey iron structure clad with 5" pitch corrugated iron contained Brown's shop and residence above. The facade originally consisting of cast iron and timber components has been altered. The upper segmental facade survived intact. This iron building is principally of importance as a rare surviving example of a once common industrial building type of the mid nineteenth century. It is of great architectural significance.

RECOMMENDATIONS: PROTECTIVE MEASURES

Geelong Regional Commission Registry

Australian Heritage Commission Register of the National Estate

Historic Buildings Council Register

REFERENCES:

Brownhill, W.R. - A History of Geelong and Corio Bay - Wilke & Co., Melbourne 1955. pp. 331, 557 including illustration p. 331.

National Trust of Australia (Victoria) File No 1068. 'Research into Iron Store Corner Mercer and Ginn Streets, Geelong. September 1976.

Historic Buildings Preservation Council File G/2/17.

Geelong Historical Society

'Information relating to the Prefabricated Iron Store' P. F. Alsop. 6 September 1976 - Summary of research notes.

Geelong Historical Records Centre - with illustration of building as letterhead. 'Brown Brothers Importers and cutfitters 104-106 Mercer Street.

Illustration reproduced in Brownhill p.331.

Herbert, Gilbert, - Pioneers of Prefabrication: The British Contribution in the Nineteenth Century. John Hopkins University Press Baltimore 1978. for a general history of prefabricated iron buildings and particularly the work of Charles D Young and Co. pp. 159-161, 164-165

Removed from City Fringe Heritage Area (HO1639)

Heritage Study/Consultant	Greater Geelong - Geelong Region Historic Buildings and Objects Study Volume 2, Allan Willingham, 1986; 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 Urban Conservation Study, Volume 4(a), Helen Lardner, 1995; Geelong City Fringe Heritage Area Review, RBA Architects + Conservation Consultants, 2018;
Heritage Act Categories	Registered place,
Hermes Number	19909
Property Number	

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/>