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# Shop



Shop - 98 Moorabool Street,  
Geelong

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## Location

98 Moorabool Street, GEELONG VIC 3220 - Property No 216306

## Municipality

GREATER GEELONG CITY

## Level of significance

Included in Heritage Overlay

## Heritage Overlay Numbers

HO1051

## Heritage Listing

Greater Geelong City

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## Statement of Significance

Last updated on -

C Listed - Local Significance

### STATEMENT OF SIGNIFICANCE

98 Moorabool Street has historic and architectural significance at a local level. It is an unusual 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 original ground

floor shop front has been substantially altered. The building has strong historical associations with the Stott family, notable Geelong Jewellers.

Heritage Study/Consultant	Greater Geelong - Geelong City Urban Conservation Study, Volumes 2-5, Graeme Butler, 1991;
Heritage Act Categories	Registered place,
Hermes Number	19947
Property Number	

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## Physical Description 1

### DESCRIPTION

98 Moorabool Street is an attached double storey brick parapet building with a high degree of integrity despite alterations to the ground floor shop fronts . The brick and render facade features unusual details displaying a mannerist influence. The facade is divided into rectangular bays by pilasters with no base, is capped by a heavy entablature supported by large decorative brackets, and has intricate brick mouldings. Four double hung sash windows with recessed arches above the two outer openings, are shaded by unusual canvas hoods. The ground floor shop facade no longer retains the details described in the Geelong Advertiser on 25 March 1905, but consists of rendered piers with large glass windows. MARCH 1995 City of Geelong Urban Conservation Study Locally Significant Sites 98 Moorabool Street.

*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/>*