

---

# Bright & Hitchcock Building



Bright & Hitchcock  
Building - 115 Moorabool  
Street, Geelong

---

## Location

115 Moorabool Street, GEELONG VIC 3220 - Property No 216318

## Municipality

GREATER GEELONG CITY

## Level of significance

Included in Heritage Overlay

## Heritage Overlay Numbers

HO272

## Heritage Listing

Greater Geelong City

---

## Statement of Significance

Last updated on -

C listed - Local significance

### STATEMENT OF SIGNIFICANCE

Bright and Hitchcock's premises in Moorabool Street were erected in 1878-79 to be designed by Alexander Davidson and Co, Architects. The bandstand rotunda was added in c1908 during extensive renovations of the

two storey brick and cement rendered building. Bright and Hitcock's is one of the oldest, if not the oldest established extant drapery business in Victoria and until c1965 operated continuously on this site since 1851. the site and buildings are synonymous with the history of Moorabool Street, the company being renowned Western District drapers and general merchants. Both the founding families are noted Geelong District pioneers and the building, however modified is a tangible link with the foundation years of this distinguished company.

#### RECOMMENDATIONS: PROTECTIVE MEASURES

Geelong Regional Commission Register

#### REFERENCES

City of Geelong Rate Book : 11, William Bright, shop and 5 rooms AAV: ?2.17.6. R Aitken "Edwardian Geelong: An Architectural Introduction" 1979 unpublished Thesis. Deaking University.

P. 61 includes illustration

Geelong Advertiser - 18th January 1879.

Alexander Davidson and Co. advertise tenders for fittings new premises, Bright and Hitchcock.

Brownhill, W. R. - A history of Geelong and Corio Bay, Wilke and Co. Melbourne 1955 pp 334-335 for details of foundation of firms, Hitchcok Brothers and Co, William Bright and Co. Brights and Hitchcock and history of company operations.

Allan Willingham - "An Index of The Practice of Alexander Davidson and Co" Unpublished Manuscript.

Also Owned By:

Plougastell P/L

27 Wootoona Terrace

ST GEORGES SA 5064

Heritage Study/Consultant	Greater Geelong - Geelong Region Historic Buildings and Objects Study Volume 2, Allan Willingham, 1986;
Heritage Act Categories	Registered place,
Hermes Number	19948
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/>*