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## Shop - Edments Ltd., former



144 Moorabool Street,  
Geelong

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### Location

144 Moorabool Street, GEELONG VIC 3220 - Property No 216344

### Municipality

GREATER GEELONG CITY

### Level of significance

Included in Heritage Overlay

### Heritage Overlay Numbers

HO1053

### Heritage Listing

Greater Geelong City

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### Statement of Significance

Last updated on -

C Listed - Local Significance

#### STATEMENT OF SIGNIFICANCE

144 Moorabool Street is a locally significant building of architectural and historic importance. The upper facade is an essentially intact example of commercial Art Deco building, cleverly adapted as an interpretation of the adjacent c1905 building from construction in 1933 until the 1970s.

Heritage Study/Consultant Greater Geelong - Geelong City Urban Conservation Study, Graeme Butler, 1993;  
Heritage Act Categories Registered place,  
Hermes Number 19950  
Property Number

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## Physical Description 1

### DESCRIPTION

144 Moorabool Street is an attached double storey commercial building with a symmetrical facade . The building features a number of typical Art Deco details whilst appearing to be an interesting interpretation of the adjacent c1905 building. The facade is divided into three main bays by hexagonal piers, as is the adjacent building. Typical Art Deco details include the parapet with stepped skyline, the emphasis on verticality expressed through the tall hexagonal piers, the concentration of ornament on the upper part of the building, and the Art Nouveau motifs and fine details. The fenestration is unusual arched and with small window panes. The ground facade has been substantially altered. It is brick and glass and is protected by a wide canopy. The current signage does not enhance the architectural features of this building.

*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/>*