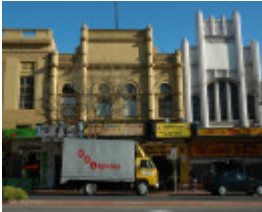

A. & W. Roberts Store incl. 146, 148, 148A



146-148 Moorabool Street,
Geelong

Location

146 Moorabool Street, GEELONG VIC 3220 - Property No 216346

Municipality

GREATER GEELONG CITY

Level of significance

Incl in HO area indiv sig

Heritage Overlay Numbers

HO1637

HO1054

Heritage Listing

Greater Geelong City

Statement of Significance

Last updated on -

C Listed - Local Significance

STATEMENT OF SIGNIFICANCE

146, 148 & 148a Moorabool Street has architectural and historic significance at a local level. It is a representative and reasonable intact example of commercial Federation architecture and retains characteristic form and siting, and unusual moulded details. The first floor and parapet retains a high degree on integrity. The building has a sixty year historical association with the Belcher family, distinguished Geelong pioneers and owners of a number of ships in Moorabool Street.

Heritage Study/Consultant	Greater Geelong - Geelong Region Historic Buildings and Objects Study, 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;
Heritage Act Categories	Registered place,
Hermes Number	19951
Property Number	

Physical Description 1

DESCRIPTION

This attached double storey building on Moorabool Street is a reasonably intact example of commercial Federation architecture with unusual details. The facade is divided into three bays and feature a number of Moorish motifs along with simple classical details. The building rendered brick with a large parapet and has a 1920's canopy which replaced an earlier iron verandah. Notable details include the hexagonal piers with no base, the decorative accents on the skyline and large scrolls, horizontals string courses, moulded brick detailing, semi-circular headed window openings, and mast. A number of contrasting textures features on the facade.

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/>