
Shop

Location

156-162 Moorabool Street, GEELONG VIC 3220 - Property No 216357

Municipality

GREATER GEELONG CITY

Level of significance

Incl in HO area not sig

Heritage Overlay Numbers

HO1637

Heritage Listing

Greater Geelong City

Statement of Significance

Last updated on -

B Listed - Regional Significance

STATEMENT OF SIGNIFICANCE

The Geelong regional headquarters of the Temperance and General Life Assurance Society were erected in 1920 to design by noted Melbourne Architects A & K Henderson. The Geelong building, of 5 storey brick and steel construction with cement rendered facade and stepped clock tower is based upon the modern office tower formula developed in America and is a city landmark. The Mercantile clock is a renowned tourist attraction. The T & G building is one of a number of small scale versions of the Collins Street headquarters' throughout Victoria with a distinct corporate image in the architecture of the tower.

RECOMMENDATIONS: PROTECTIVE MEASURES:

Geelong Regional Commission Register

REFERENCES

B Trethowan - "A Study of Banks in Victoria 1851-1939" prepared for the Historic Buildings Preservation council 1976.

Description of work of architect Anketell Henderson "City of Geelong Rate Book 1920". Temperance and General Life Assurance Ltd. Brick 2 Storey partly built AAV 300 ?37.10.3.

Architects drawings in collection of PS Staughton, Warrandyte.

Files and contract documents relating to practice of A.& K. Henderson I La Trobe Library Collection, Melbourne

Hermes Number 19960

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/>