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## Shop



174 Moorabool Street,  
Geelong

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### Location

174 Moorabool Street, GEELONG VIC 3220 - Property No 216384

### Municipality

GREATER GEELONG CITY

### Level of significance

Incl in HO area contributory

### Heritage Overlay Numbers

HO1637

### Heritage Listing

Greater Geelong City

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### Statement of Significance

Last updated on -

D Listed - Contributory Significance

The following brief history is given informally only, it has not been subject to a planning scheme amendment:

As store appears to have been erected at this site as early as the 1870s. In 1878, it was occupied by Mrs Catherine Bourke, under the name C. Bourke and Co. wholesale and retail fruiterers. (Geelong Advertiser, 12 February 1878). Mrs Bourke was not the owner of the property and in 1899, it was advertised for sale. (Geelong

Advertiser, 30 Sept 1899). It was sold to Morris Jacobs, a local draper, on behalf of Mrs A.V. Coronel, of Sydney. (Geelong Advertiser, 20 October 1899).

In 1901, Hendy and Apted Architects and Building Surveyors, Geelong and Queenscliff, invited tenders "for brick front, two storey additions and outbuildings, to premises in Moorabool-street, for Mrs A.S. Coronel, of Sydney." (Geelong Advertiser, 25 June 1901). These works reflect the front two storey gabled portion of the property today. From c.1905, the property was occupied by Guiseppe Virgona, fruiterer, possibly following his earlier premises in Moorabool Street being raised by fire. (Geelong Advertiser, 12 June 1905). He maintained ownership and operated his fruiterery business from this location for much of the early 20th century (Sands and McDougall Directories, 1907, 1912, 1920-34). In 1941, the Sands and McDougall Directory listed G. and T. Costa as occupiers.

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	19987
Property Number	

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*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/>*