
Shop & Offices



229 Moorabool Street,
Geelong

Location

229 Moorabool Street, GEELONG VIC 3220 - Property No 216450

Municipality

GREATER GEELONG CITY

Level of significance

Incl in HO area indiv sig

Heritage Overlay Numbers

HO1637

HO1065

Heritage Listing

Greater Geelong City

Statement of Significance

Last updated on -

C listed - Local significance

Statement of Cultural Significance

The shop and offices buildings, 229-233 Moorabool Street, Geelong, have significance as a reasonably intact example of Victorian design (229 Moorabool Street, behind the front facade) and the Federation commercial style. Built in 1865-66 (229 Moorabool St) and 1911-12 (231-233 Moorabool Street), the buildings are a legacy of commercial developments in Geelong between 1865 and 1912.

The shop and offices buildings, 229-233 Moorabool Street, are architecturally significant at a LOCAL level. They demonstrate original design qualities of a Victorian (229 Moorabool St only) and a Federation commercial style that were typical for Geelong commercial building developments between c.1908 and 1913. These qualities include the stepped parapets punctuated by square piers and projecting concrete cappings and thin vertical bands, decorative motifs on the parapets, projecting moulded and rendered cornices defining the parapet bases, regular bay compositions separated by rendered (and painted) pilasters, and the unpainted red brick and rendered wall construction (as shown on the northern section fronting Moorabool Street). Other intact or appropriate qualities include the two storey height, two sets of tripartite timber framed casement windows with highlights on the first floor of the northern section fronting Moorabool Street, rendered stringcourse at first floor sill level, painted band underneath the stringcourse of the northern section, ground floor shopfront openings, ingo and stall boards of the northern section, first floor window openings of the southern (corner) section with timber framed highlights, first timber framed double hung windows on the Myers Street facade, gable roof forms clad in galvanised corrugated iron separated by projecting unpainted brick party walls, and the rear shallow arched window openings accentuated by brick voussoirs.

The shop and offices buildings, 229-233 Moorabool Street, are historically significant at a LOCAL level. They are associated with commercial developments in Geelong between 1865 and 1912. In particular, both buildings have associations with the Richardson family. Edith Richardson was the owner of the building at 229 Moorabool Street from 1899 (having been built in 1865-66 for John Masters Barratt, a mathematical instrument maker), while the corner building at 231-233 Moorabool Street was constructed for Edith's husband, Horace Frank Richardson in 1911-12. The front facade and shopfront of the earlier building at 229 Moorabool Street appears to have altered to reflect the design of the neighbouring building in 1911-12. The corner building also has long-standing associations with the motor cycle industry initially with Leonard Pratt from the 1940s and later with Pratt and Osborne Motors.

Overall, the shop and offices buildings, 229-233 Moorabool Street, are of LOCAL significance.

References

Sands & McDougall's Directory of Geelong, 1972, Geelong Historical Records Centre.

Sands & McDougall's "Invicta" Geelong Directory, 1968, Geelong Historical Records Centre.

Geelong City Council Rate Books (Barwon Ward), 1965-1960, Geelong Historical Records Centre.

Town Plan of Geelong 1881, Geelong Historical Records Centre.

Morrow, W.J., Index to the Geelong Advertiser 1900-1935, Geelong Historical Records Centre.

The Geelong Advertiser, 31 May, 1930.

Reports and Drainage Plans, Barwon Water profits system, 1973.

Town Plan of Geelong 1881, Geelong Historical Records Centre.

Investigator, Journal of the Geelong Historical Society, February 1968, March 1976, and March 1981, Geelong Historical Records Centre.

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| 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, |
| Other Names | See 229, 229a, 229b, 229-233 Moorabool Street, Geelong, |
| Hermes Number | 20033 |
| Property Number | |

Physical Description 1

DESCRIPTION

The shop and offices buildings, 229-233 Moorabool Street, Geelong, are situated on rising ground at the corner of Moorabool and Myers Streets. The buildings take up most of the sites and abut the front and side boundaries.

The two storey, brick and rendered, Federation commercial styled buildings are characterised by stepped parapets punctuated by square piers and projecting concrete cappings and thin vertical bands. The corner building has introduced overpainting to the walls and also decorative motifs on the parapets. Beyond the parapets are gable roof forms clad in galvanised corrugated iron separated by projecting unpainted brick party walls. Other early features of the design of both buildings include the projecting moulded and rendered cornices defining the parapet bases and regular bay compositions separated by rendered (and painted) pilasters.

The most intact component of the building at 229 Moorabool Street is the unpainted red brick and rendered northern section fronting Moorabool Street, which has two sets of tripartite timber framed casement windows with highlights on the first floor (these windows are punctuated by inappropriately introduced air conditioning units). There is a rendered stringcourse at first floor sill level and a painted band underneath. Above the ground floor shopfronts is an introduced cantilevering verandah. The shopfront has altered timber framed double hung windows and an early ingo with timber framed and glazed door. There are also panelled stall boards below the shopfronts.

The corner building (overpainted) has altered first floor window openings with introduced aluminium framed windows and early timber framed highlights above on the first floor Moorabool Street facade, and early timber framed double hung windows on the first floor Myers Street facade. The timber framed and aluminium framed shopfronts and doors have been introduced.

The rear of the building complex is characterised by early unpainted brick walls with a range of timber framed double hung windows. The window openings on the corner building appear to be intact, with shallow arched heads accentuated by early brick voussoirs. Some of the openings have also been blocked. There is an introduced single storey brick addition at the rear also.

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/>