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# 28 MALOP STREET, GEELONG

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## Location

28 MALOP STREET GEELONG, GREATER GEELONG CITY

## Municipality

GREATER GEELONG CITY

## Level of significance

Heritage Inventory Site

## Heritage Inventory (HI) Number

H7721-0543

## Heritage Listing

Victorian Heritage Inventory

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## Statement of Significance

Last updated on - June 21, 2021

Archaeological remains (known and potential) meet the thresholds A and B as outlined in the Policy for Determining Low Archaeological Value (Heritage Act 2017). Archaeological deposits (the cellar) are present and it is likely that in situ archaeological deposits dating to the mid 19th Century exist. It is likely that these deposits will be able to contribute to the understanding of the occupation of the site. Further, it is likely that deposits will be able to contribute to the contextual history of this part of Geelong and the

broader region, including the Victorian goldfields around Ballarat.

Therefore the site has value and significance to Geelong, with potential to provide historical information of the early commercial development of the city in response to the gold rush, and to Victoria with archaeological deposits having a potential to add to the understanding of the effects the gold rush had on communities and economies beyond the gold fields. Potential archaeological deposits may be able to contribute to the understanding of trades that are no longer practiced such as saddlers, saddlers ironmongers and tin smithing.

Two occupation phases are observed: the blue stone cellar that appears to have a light well on the south wall and goods chute at Malop Street as well as a fireplace at the south wall, and the extant two story brick and stone commercial building. The cellar likely dates to the stone warehouse possibly constructed in 1862/3. The extant building dates to the early 1920s. It is possible that an earlier structure dating to the early 1850s existed (or the warehouses were earlier than records suggest). Occupying a prominent position in early the Geelong landscape the commercial enterprise was located between the Bank of Victoria and the National Bank of Australasia as well as the Cobb and Co offices and the prominent Black Bull (later Orient) Hotel. As saddlers (Saddler Ironmongers) and later tin smiths, the businesses trading from the property would have served both Geelong and gold rush clients of Ballarat. Two long term occupiers suggest the stability of trade and conducive position at a time of normally rapid turn over of business and property ownership. The presents of the cellar suggests further archaeological remains of earlier buildings may survive under the current floors. These remains may include wall foundations, sub floor deposits, yard deposits, rubbish pits and cess pits. Archaeological deposits may have the potential to inform on the activities and lives of the occupiers.

Hermes  
Number 207158

Property  
Number

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## History

The earliest record show the property owned by JF Strachan in the late 1830s early 1840s but a building is not shown to occupy the land until 1853. Rates records and Sands Directories record saddlers Marsh and Johnstone occupying a brick shop and offices from 1854 until 1862. From 1863 tinsmiths Freeman and Gaydon occupy and trade from a stone 2 storey warehouse. James Gaydon died in 1870 and the property is occupied by various Freemans; first George, the Benjamin and then Freeman and Sons. Freeman and Sons are last recorded at the property in 1911. There is a gap in the rates and Sands directories until 1924 when the property is described as brick offices and occupied by Real Estate Agents Ross, Smith and McDonald.

*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/>*