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# Block Building

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## Location

105 Market Square, GEELONG VIC 3220 - Property No 311667

## Municipality

GREATER GEELONG CITY

## Level of significance

Included in Heritage Overlay

## Heritage Overlay Numbers

HO347

## Heritage Listing

Greater Geelong City

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## Statement of Significance

Last updated on -

C Listed - Local Significance

### STATEMENT OF SIGNIFICANCE

The Block Buildings on the site of Geelong's Market Square were erected in two stages between 1923 and 1927 with the south section fronting Little Malop Street being the first section completed and known as O'Connell's Block.

The north section, fronting Malop Street known as Tait's block was erected 1925-1927 for G 7 N Tait in association with C.M.L. Insurance Co. The architect for the leasehold development was Iliffe G Anderson, a Geelong based fractioned responsible for a number of prominent early 20th century public and commercial buildings in the area, The Renaissance style, characterized by diagonal motifs, austere external render details and an appropriate brutality. The site has intrinsic associations with the foundation of Geelong.

### RECOMMENDATIONS: PROTECTIVE MEASURES

Geelong Regional Commission Register

### REFERENCES

Geelong Historical Records Centre holds the original working drawings and specifications for the redevelopment of the Market Square including the plans prepared by I. G Anderson , architect c1923-1927.

The records of the practice of Anderson have not been located, but a former employee of the first Noel Coulson of Balnarring has some drawings prepared by himself during the period when 'The Block Buildings and C.M.L. building' were erected.

Records of the Builder J C Taylor and Son are retained by the Company but have not been perused for details of construction of the Block Building.

Heritage Study/Consultant Greater Geelong - Geelong City Urban Conservation Study, Graeme Butler, 1993;

Heritage Act Categories Registered place,

Hermes Number 21957

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/>*