

# Victorian Heritage Database Report

Report generated 21/02/19



## Strachan, Murray and Shannon Woolstore (facades only)



Westfield - 95 Malop Street, Geelong Myer, Westfield - 95 Malop Street, Geelong

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### Location

95 Malop Street GEELONG, Greater Geelong City

### Municipality

GREATER GEELONG CITY

### Level of significance

Incl in HO area indiv sig

### Heritage Overlay Numbers

HO1638

### Heritage Listing

Greater Geelong City

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### Statement of Significance

Last updated on -

B Listed - Regional Significance

## STATEMENT OF SIGNIFICANCE

The Strachan, Murray, Shannon and Company wool stores stand at the corner of Moorabool Street Brougham Street, Geelong, on the site upon which pioneer merchant James Ford Strachan constructed his first bonded store in 1840, the first stone building in Geelong. Systematically developed as the wool industry expanded, this four storey brick complex is stylistically unified from the 1889 section onwards to present an impressive austere Classical Revival structure of great streetscape and precinctual impact. The Company premises have been associated with the wool industry since 1840. The interior spaces are traditionally designed and the construction system typical of the period.

## RECOMMENDATIONS: PROTECTIVE MEASURES

Geelong Regional Commission Register

Australian Heritage Commission Register of the National Estate

## REFERENCES

- Aitken, Richard - "Edwardian Geelong : An Architectural Introduction", Deakin University, Geelong - pp 70-71.
- Selenitsch, Alex - "Geelong Woolstores" History of Australian Architecture, School of Architecture, University of Melbourne, 1967: includes detailed history and illustrations, pp. 19-21.
- Strachan, G. L. - The History of Strachan and Company Limited, 1965, pp. 11-14.
- Vidler, E. A. - The Book of Geelong, Franks and Co., Geelong, 1897.
- n.a. Geelong Past and Present, Franks & Co., Geelong - 1891.
- Strachan, H, M, - Some Notes and Recollections, Melbourne 1927.
- Geelong Historical Records Centre, photograph 1877.
- Brown, P. L. - James Ford Strachan (1810-1875) in Pike, Douglas (ed) Australian Dictionary of Biography M.V.P., Melbourne, 1967, p492.

The development of the Strachan and Co. site from 1840-1925 is exhaustively treated in Selenitsch's "Geelong Woolstores" with illustrations of various stages of construction clearly illustrated in Figs. 45-51. (Source of all illustrations is noted).

Only the facade survives intact in 1986.

Heritage Act Categories    Heritage place,

Hermes Number            21960

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 data owner.*

*For further details about Heritage Overlay places, contact the relevant local council or go to Planning Schemes Online <http://planningschemes.dpcd.vic.gov.au/>*