
Mcllwraiths 184-192



Former Crawcour Bros Shop Emporium



Sketch of Proposed Building



Former Crawcour Bros Shop Emporium

Location

184-192 Pakington Street, GEELONG WEST VIC 3218 - Property No 324149

Municipality

GREATER GEELONG CITY

Level of significance

Incl in HO area contributory

Heritage Overlay Numbers

HO1634

Heritage Listing

Greater Geelong City

Statement of Significance

Last updated on -

D Listed - Contributory Significance

The following brief history is provided informally only by the Heritage Advisor, 16 January 2017:

The commercial building at 184-192 Pakington Street, Geelong West, was designed by the local architect, Norman Schefferle, in 1926. Tenders were called in May of that year and W.J. Kelly, builder, was the successful contractor. The "shop emporium" was constructed for Crawcour Brothers (Harold and Adrian Crawcour), Mercers

and Clothiers, following earlier brick and weatherboard buildings they had occupied on this site. A building permit application was made in June 1926 and by August of that year works had commenced with the Geelong Advertiser giving an illustrated report:

"There is much evidence of Geelong West gaining favour and becoming a leading shopping centre. At present Messrs Crawcour Bros. are extending their premises in an enterprising manner by the erection of the above building, which will provide them with about 10,000 square feet of floor space. This modern building, which is in the course of erection by Messrs W.J. Kelly Pty. Ltd., a unique design, it being an adaptation of Spanish architecture by Mr N.E. Schefferle, A.R.V.I.A."

References:

Geelong West Rate Books: 1924-28, Geelong Library & Heritage Centre.

Geelong West Building Permit Register, 24 June 1926, Building Department, City of Greater Geelong.

Geelong Advertiser, 1 May 1926, 14 August 1926.

Heritage Study/Consultant	Greater Geelong - City of Geelong West Urban Conservation Study, Huddle, Aitken and Honman, 1986;
Hermes Number	44428
Property Number	

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/>