

CITY OF GEELONG WEST

URBAN CONSERVATION STUDY: BUILDING IDENTIFICATION FORM

BUILDING ADDRESS

139 N.W. Corner Shannon Ave & Roxby Street

Type

Commercial

Original Use

commercial & residence

PRESENT BUILDING TITLE

Manifold Emporium

EXISTING DESIGNATION

HBR

GBR

NER

GRPS

NATIONAL TRUST

Classified

Recorded

Reg. No.

-

-

-

763

-

-

CONSERVATION AREA

Name

Survey Date

17.4.86

Neg. File

031.033
031.034

RIOD

pre 1860

☐

1860 - 1879

☐

1880 - 1899

☐

1900 - 1919

☐

1920 - 1939

☒

post 1940

☐


MATERIALS

walls brick, shingle & render

roof corrugated iron

INSTRUCTION DATE

1927

source

inscription

SIGNIFICANT FEATURES

original materials

☒

early paint colour scheme or original unpainted finish (residence)

☒

ornamental wall detailing

☒

original doors, windows, hoods

☒

intact verandah / porch structure (residence)

☒

original parapet

☒

original roof form and finish

☒

original chimneys

☒

eaves, roof or gable decoration

☒

intact verandah decoration

☐

early fence

☐

early garden

☐

other prominent contributing elevations

☒

tiles to facade

☒

shopfront windows

☒

INTEGRITY RATING

excellent

☒

good

☐

fair

☐

poor

☐

LORRAINE HUDDLE

LOUISE HONMAN

RICHARD AITKEN

Architectural & Conservation Consultants

1986

page 1

CITY OF GEELONG WEST

URBAN CONSERVATION STUDY: BUILDING IDENTIFICATION FORM.

BUILDING ADDRESS

NW CORNER OF SHANNON AVENUE AND ROXBY STREET

HISTORY

The Sands and McDougall Directory of 1928 refers to a 'house being built' on the west side of Shannon Avenue immediately after Roxby Street. Nothing else is listed near this location. However the plaque on the shop bears the inscription 1927. This would have been one of the first commercial premises to be built on the west side of Shannon Avenue after the new subdivisions such as the Manifold Heights Estate (1912) the Minerva Estate (1924) and the Autumn Heights Estate (1924).

DESCRIPTION

The shop and residence known as Manifold Emporium is a red brick single storey (with attic) building with a gabled roof clad in corrugated iron. The residence design is derived from the Bungalow style and is entered through a brick, round arched porch on the Roxby Street elevation. Directly above is a wide gable in which there is an attic window. The tympanum is clad in wooden shingles. The shop has an elaborate rendered parapet with the name 'Manifold Emporium' in relief and capped with globes. The original shopfronts and stained glass in the upper parts of the windows are intact.

SIGNIFICANCE

'Manifold Emporium' is contemporary with the houses built after the subdivision of land nearby. It is the most intact and elaborate example of commercial development in the 1920's in this area of Geelong West. It is of local significance.

POLICY/RECOMMENDATIONS

G.R.P.S.

A more appropriate verandah would greatly enhance the character of this building as would the careful removal of paint from the brickwork and a restrained use of advertising material.

REFERENCES

Sands and McDougall Directory, 1928.