# CITY OF GEELONG WEST

URBAN CONSERVATION STUDY, BUILDING IDENTIFICATION FORM

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# CITY OF GEELONG WEST

URBAN CONSERVATION STUDY: BUILDING IDENTIFICATION FORM.

BUILDING ADDRESS

NW CORNER OF SHANNON AVENUE AND ROXBY STREET

#### HISTORY

The <u>Sands and McDouqall Directory</u> 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 Bunglow style and is entered through a brick, round arched porci 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 contempory 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.