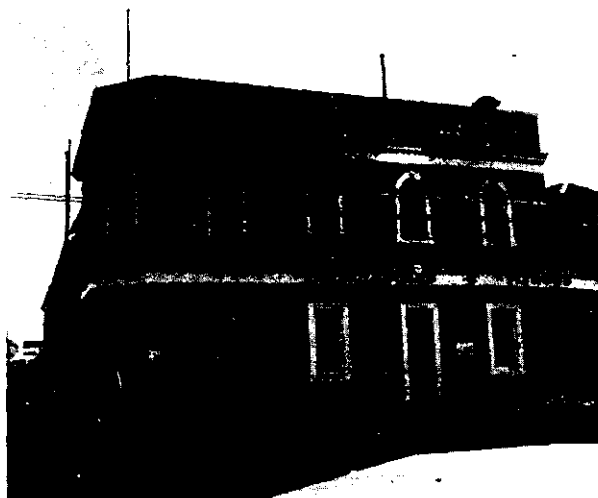


NAME: Former Moran & Cato Shop

ADDRESS: 63 Holden Street

CONSTRUCTION DATE: 1919
ARCHITECT: unknown
BUILDER: "
FIRST OWNER: Moran. & Cato
PRESENT OWNER: Particleboard and Ply-
wood Pty. Ltd.
CONSTRUCTION
MATERIALS: red brick
CONSERVATION AREA: -



BUILDING CITATION:

This building, constructed in 1919 for Moran and Cato, is of interest only for its size and substantially intact Victorian facade. There have been some alterations: the shop windows have been replaced by crude modern paning and the doors have been replaced. On the Rae Street elevation a former arch has been replaced by a large rectangular opening.

RECOMMENDATIONS:

It is recommended that this building be specified under Clause 8 of the Town and Country Planning Act (Third Schedule).

BUILDING ANALYSIS:

This building, constructed in 1919¹, is only remarkable for its size and substantially intact facade. It has a bluestone base course, rough dressed all the way round, except for the little shop front on the corner with the splayed entrance door, where there is dressed bluestone and a perforated iron ventilating panel below the shop window. Bluestone piers surround the corner entrance. The shop windows have been replaced by a crude modern paning and the doors have also been replaced.

The facade is surprisingly Victorian in detail. It is in face brick and the lower windows have fairly plain rectangular architraves. The upper windows have arched heads linked by a three way impost moulding, plain brackets below the sills and simple keystones. Above the window at the top there is a simple cornice.

On the Holden Street side there is an intact arched entrance way into the stables, whereas on the Rae Street side there have been some alterations: a former arch has been replaced by a large rectangular opening with a concrete lintel and some upper floor windows have been inserted adjoining the shop.

This shop was constructed for Moran and Cato, Importers and Manufacturers. From 1905 Moran and Cato owned this site², and operated extensive stabling at this location³, until 1919 when the present building was constructed.

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1. 1919 Fitzroy Ratebook, Moran & Cato Pty. Ltd. Merchants, Brick Store and Stables f165.
 2. 1905 Fitzroy Ratebook. Moran & Cato Land 60'4" x 116' f10
 3. J. Smith Ed. *Cyclopedia of Victoria* 1903 Vol. 1 p. 514