

Moran and Cato Pty Ltd. warehouse, former, 85-99 Victoria Street, Fitzroy

Heritage overlay: HO334

City of Yarra Property Number: 268260

What is significant?

The Moran and Cato Pty Ltd. warehouse, former at 85-99 Victoria Street, Fitzroy was created after 1927 for Moran and Cato Pty Ltd. and has historical associations with that firm and Australian Wholesale Grocery Pty Ltd. The place has a good integrity to its creation date.

Fabric from the creation date at the Moran and Cato Pty Ltd. warehouse, former is locally significant within the City of Yarra, compared to other similar places from a similar era.

How is it significant?

The Moran and Cato Pty Ltd. warehouse, former at 85-99 Victoria Street, Fitzroy is historically and architecturally significant to the locality of Fitzroy and the City of Yarra.

Why is it significant?

The Moran and Cato Pty Ltd. warehouse, former is significant as:

- A distinctive and large Moderne style warehouse design;
- Associated with the major grocery retailing firm of Moran and Cato, with the firm's name on parapet in related letter style. It is on a prominent corner site, and part of a significant complex.

References:

Municipal rate books:

Victoria St 85-99, Fitzroy

VPRS 4301/P/1

City of Fitzroy / West Ward

Rate year	Rate no.	Occupier	Owner	Description	NAV
1945/46	1356	Moran and Cato Pty Ltd., Merchant		Moran and Cato Pty Ltd	
	99/101, Brick Store	495			
	1357	Moran and Cato Pty Ltd., Merchant		Moran and Cato Pty Ltd 103/5 Brick Warehouse and Offices	630
1940/41	1398	Moran and Cato Pty Ltd., Merchant		Moran and Cato Pty Ltd	
	99/101, Brick Store	495			
	1399	Moran and Cato Pty Ltd., Merchant		Moran and Cato Pty Ltd 103/5 Brick Warehouse and Offices	630
1935/36	1403	Moran and Cato Pty Ltd., Merchant		Moran and Cato Pty Ltd	
	99/101, Brick Store	345			
	1404	Moran and Cato Pty Ltd., Merchant		Moran and Cato Pty Ltd 103/5 Brick Warehouse and Offices	5 flats, 66 x 90 630
1930/31	1412	Moran and Cato Pty Ltd., Merchant		Moran and Cato Pty Ltd	
	99/101, Brick Store	345			
	1413	Moran and Cato Pty Ltd., Merchant		Moran and Cato Pty Ltd 103/5 Brick Warehouse and Offices	5 flats, 66 x 90 630

City of Yarra Review of Heritage Precincts 2007 Appendix 7

1929/30	1401	Moran and Cato Pty Ltd., Merchant	Moran and Cato Pty Ltd
	99/101, Brick Store	345	
	1402	Moran and Cato Pty Ltd., Merchant	Moran and Cato Pty Ltd 103/5 Brick
	Warehouse and Offices	5 flats, 66 x 90	630
1928/29	1400	Moran and Cato Pty Ltd., Merchant	Moran and Cato Pty Ltd
	99/101, Brick Store	345	
	1401	Moran and Cato Pty Ltd., Merchant	Moran and Cato Pty Ltd 103/5 Brick
	Warehouse and Offices	5 flats, 66 x 90	630
1927/28	1415	Moran and Cato Pty Ltd., Merchant	Moran and Cato Pty Ltd,
	Brunswick St. Brick Store and Land,	96.10 x 90	345
	1416	Moran and Cato Pty Ltd., Merchant	Moran and Cato Pty Ltd, Brunswick
	St. 103/5 Brick Warehouse and Offices	5 flats	630
1926/27	1412	Moran and Cato Pty Ltd., Merchant	Moran and Cato Pty Ltd,
	Brunswick St. Brick Store and Land,	96.10 x 90	95
	1422	Moran and Cato Pty Ltd., Merchant	Moran and Cato Pty Ltd, Brunswick
	St. 103/5 5 flats, 66 x 90, Brick Warehouse and Offices		630
1926/27	1412	Moran and Cato Pty Ltd., Merchant	Moran and Cato Pty Ltd,
	Brunswick St. Brick Store and Land,	96.10 x 90	95
	1422	Moran and Cato Pty Ltd., Merchant	Moran and Cato Pty Ltd, Brunswick
	St. 103/5 5 flats, 66 x 90, Brick Warehouse and Offices		630
1925/26	1422	Moran and Cato Pty Ltd., Merchant	Moran and Cato Pty Ltd,
	Brunswick St. Brick Store and Land,	96.10 x 90	95
	1423	Moran and Cato Pty Ltd., Merchant	Moran and Cato Pty Ltd, Brunswick
	St. 103/5 5 flats, 66 x 90, Brick Warehouse and Offices		630
1920/21	1436	Moran and Cato Pty Ltd., Merchant	Moran and Cato Pty Ltd
	Brick Store and Land,	96.10 x 90	85
	1437	Moran and Cato Pty Ltd., Merchant	Moran and Cato Pty Ltd 103/5 5
	flats, 66 x 90, Brick Store and Warehouse		550
1915/16	1462	Moran and Cato Pty Ltd., Merchant	Moran and CatoLand 96.10
	x 90 and B Sheds	85	
	1463	Moran and Cato Pty Ltd., Merchant	Moran and Cato 103/5 Brick Store
	and Warehouse 5 flats	550	
1914/15	1455	Moran and Cato, Merchants	Moran and CatoLand 96.10 x 90 and
	B Sheds	85	
	1456	Moran and Cato, Merchants	Moran and Cato 103/5 Brick Store and
	Warehouse 5 flats	525	
1913/14	1452	Moran and Cato, Merchants	Moran and CatoLand 96.10 x 90 and
	B Sheds	85	
	1452½	Moran and Cato, Merchants	Moran and Cato 103/5 Brick Store and
	Warehouse	505	
1912/13	1451	Moran Elizabeth, Cato Frederick John, Wholesale Grocers	
	Moran and Cato, FitzroyLand	162 x 90 and B Sheds	115
1911/12	1451	Moran Elizabeth, Cato Frederick John, Wholesale Grocers	
	Moran and Cato, FitzroyLand	162.10 x 90, (B Sheds in pencil)	79
1910/11	1455	Moran Elizabeth, Cato Frederick John, Wholesale Grocers	
	Moran and CatoLand	162.10 x 90	65

Melbourne or Victorian directories:

Victoria St 85-99, Fitzroy

Sands and McDougall

North Side

1944-45 103/5 Moran and Cato Pty Ltd (office)

103/5 Aust Whisle Grcy Pty Ltd

1940 Moran and Cato Pty Ltd (office)

103/5 Aust Whisle Grcy Pty Ltd

1935 103/5 Aust Whisle Grcy Pty Ltd

1930 103/5 Aust Whisle Grcy Pty Ltd

1925 103/5 Aust Whisle Grcy Pty Ltd

1920 Moran and Cato Pty Ltd, wrhse and store

City of Yarra Review of Heritage Precincts 2007 Appendix 7

1915 Moran and Cato Pty Ltd, warehouse
Moran and Cato Pty Ltd, store / Steeper G. gen. mngr
1910 Moran and Cato Pty Ltd, store / Screen T. mgr.
1908 Moran and Cato Pty Ltd, store / Screen T. mgr.
1905 Moran and Cato Store
1900 Moran and Cato Store
1898 Moran and Cato Store
1897 Vacant
1896 Vacant
1895 Market

Other references:

MMBW Detail Plan shows earlier buildings;
Proclaim as 95-105 Victoria St