

PLACE NAME: FORMER BROWN BROTHERS BRITISH AND FOREIGN WAREHOUSE

LOCAL GOVERNMENT AREA CITY OF GEELONG

## ARCHITECTURAL HISTORY (References)

STYLE OR PERIOD: Industrial Prefabricated Structure.

ARCHITECT(S)/DESIGN ORIGIN: Tentatively attributed to Charles D. Young and Co., Edinburgh, iron building manufacturer on grounds of identical structural components with 'Corio Villa' Geelong, a known Young foundry structure.

BUILDER:  
Reference:

PRINCIPAL ARTISANS/ARTISTS/TRADES  
Reference:

TENDER NOTICE: Not recorded.  
Reference:

DATE(S) OF CONSTRUCTION 1854  
Reference: Geelong Advertiser 2 November 1854.

ESTIMATE/CONTRACT VALUE

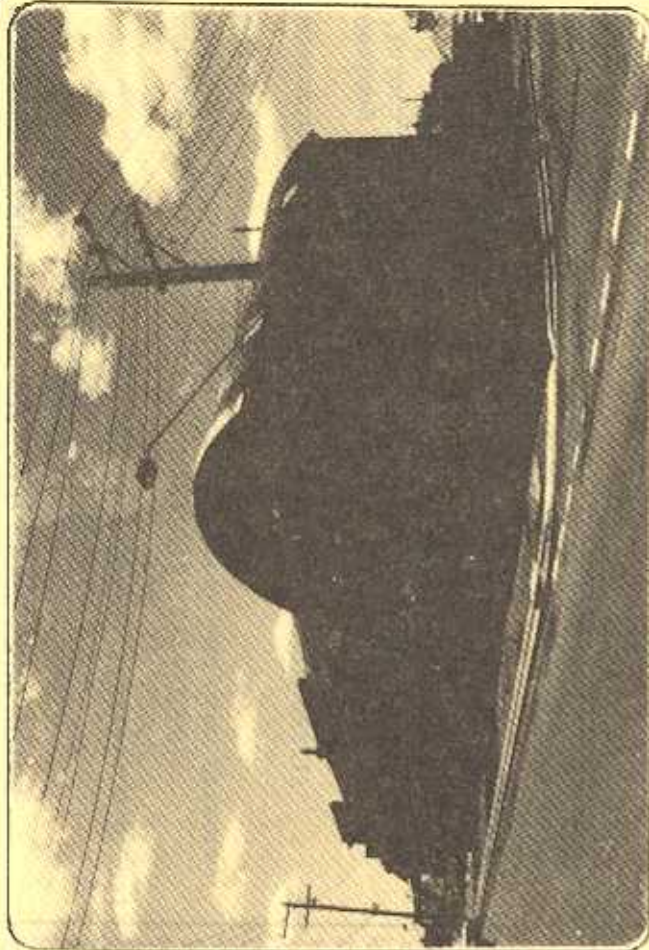
## SUBSEQUENT WORKS/ALTERATIONS/ADDITIONS

The original ground floor shop front and part of upper storey superstructure has been removed and replaced with rendered brickwork. The original structure is largely preserved and parts of the interior on the first floor are intact, including wall paper sections.

ORIGINAL OWNER(S)/OCCUPANT(S)  
Warren Hastings Brown and George Brown.

## SUBSEQUENT SIGNIFICANT OWNERS/OCCUPANTS

OTHER NOTES George and Warren Hastings Brown acquired the land on 16 September 1854 - details of Crown Grant and subsequent conveyances in P.F. Alsop files.



NEGATIVE FILE:

☐ Australian Heritage Commission  
Register of National Estate

☐ Historic Buildings Preservation Council  
Register No. ....  
File No. ....

☒ National Trust of Aust. (Vic)  
Classified/Registered  
File No. 1068

☒ Geelong Regional Commission  
Register No. 238

IDENTIFICATION DATA FORMER BROWN BROTHERS WAREHOUSE  
PLACE NAME IRON STORE  
ADDRESS 17 - 19 Mercer Street, GEELONG. 3220

LOCAL GOVERNMENT AREA City of Geelong.  
TITLE INFORMATION

## MAP REFERENCE

PRESENT USE Warehouse, Secondhand/disposals Store.  
PRESENT OWNER/LESSEE A.J. Erskine  
ADDRESS 7 High Street, NEWCOMB. TELEPHONE (052) 216824

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LOCAL GOVERNMENT AREA CITY OF GEELONG

DOCUMENTATION REFERENCES AND BIOGRAPHIC NOTES

Brownhill, W.R. A History of Geelong and Corio Bay  
Wilke & Co., Melbourne 1955  
pp. 331, 557 including illustration p. 331.

National Trust of Australia (Victoria) File 1068.  
'Research into Iron Store Corner Mercer and Ginn Streets,  
Geelong'. September 1976.

Historic Buildings Preservation Council File G/2/17.

Geelong Historical Society  
'Information Relating to the Prefabricated Iron Store'  
P.F. Alsop. 6 September 1976 - Summary of research notes.

Geelong Historical Records Centre - Commercial Memento  
Collection.  
Invoice dated March 1859 - with illustration of building  
as letterhead. 'Brown Brothers Importers and outfitters  
104-106 Mercer Street'.  
Illustration reproduced in Brownhill p.331.

Herbert, Gilbert, Pioneers of Prefabrication: The British  
Contribution in the Nineteenth Century  
John Hopkins University Press Baltimore  
1978.  
for a general history of prefabricated  
iron buildings and particularly the work  
of Charles D. Young and Co. pp. 159-161,  
164-165.

CITATION The former Brown Brothers British and Foreign  
Warehouse was manufactured as a prefabricated iron structure  
by an unknown foundry and imported and erected in 1854 for  
G. and W.H. Brown, importers and outfitters. Situated on  
the corner of Ginn and Mercer Streets, Geelong, this two  
storey iron structure clad with 5" pitch corrugated iron  
contained Brown's shop and residence above. The facade  
originally consisting of cast iron and timber components has  
been altered. The upper segmental facade survives intact.  
This iron building is principally of importance as a rare  
surviving example of a once common industrialised building  
type of the mid nineteenth century. It is of great  
archaeological significance.

SIGNIFICANCE OF PLACE

- ☒ Its creative and/or technical accomplishment.  
☒ Its demonstration of a way of life, custom, process or function no longer practised,  
in danger of being lost or of exceptional interest.  
☒ Its strong association with an important figure or figures, development, or cultural phase.  
☐ Its townscape and/or landscape value.  
☒ Its scarcity value.

SIGNIFICANCE

☐ LOCAL ☐ REGIONAL ☐ STATE ☐ NATIONAL ☒ WORLD

CONDITION

☐ EXCELLENT ☐ GOOD ☒ FAIR ☐ DETERIORATED ☐ RUINS

INTEGRITY

☐ HIGH ☐ LOW ☒ ALTERED ☐ DAMAGED

RECOMMENDATIONS: PROTECTIVE MEASURES

Geelong Regional Commission Register  
Australian Heritage Commission Register of the National Estate  
Historic Buildings Council Register

DOCUMENTATION - Allan Willingham, Architect, 151 McKean St.,  
North Fitzroy. 3068. Tel: 03 489 8492.

SIGNATURE.....DATE.....