

PLACE NAME: The Block Buildings
LOCAL GOVERNMENT AREA: City of Geelong

Geelong Regional Commission
Sheet 256

ARCHITECTURAL HISTORY (References)

STYLE OR PERIOD: 20th Century Renaissance Revival

ARCHITECT(S)/DESIGN ORIGIN: Illiffe, B. Anderson,
Reference: Architect, Geelong.
Noel Coulson, Architect (ref), Geelong Historical Records
Centre.

BUILDER: J. C. Taylor & Son
Reference: Noel Coulson Architect (ref), Geelong Histor
Records Centre plans of buildings.

PRINCIPAL ARTISANS/ARTISTS/TRADES
Reference:

TENDER NOTICE: Not researched but recorded in builder
Reference: records.

DATE(S) OF CONSTRUCTION 1st Stage 1923-1925 (south)
Reference: 2nd Stage 1925-1927 (north)

ESTIMATE/CONTRACT VALUE

SUBSEQUENT WORKS/ALTERATIONS/ADDITIONS

The original Block building has been completely altered
internally as part of redevelopment of the Market Square
properties in 1985. The facades have been painted and
the shop fronts rearranged.

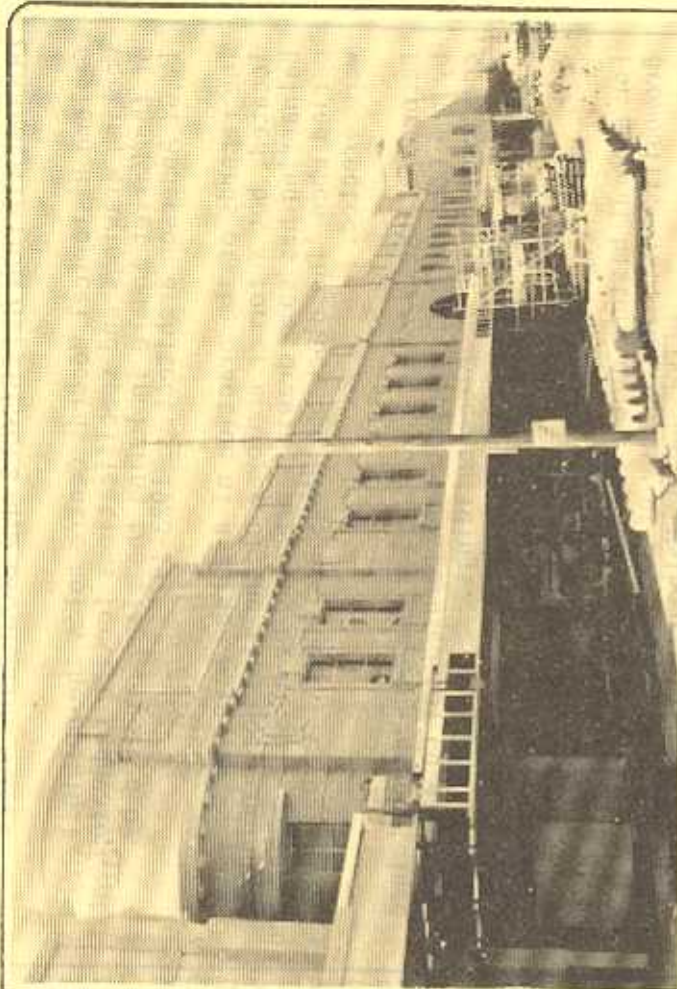
ORIGINAL OWNER(S)/OCCUPANT(S) (Leaseholders)

E. O'Connell (south section) J.B.B. Tait (north section)

SUBSEQUENT SIGNIFICANT OWNERS/OCCUPANTS

Not researched in detail refer City of Geelong Rate
Books for details.

OTHER NOTES The development was a leasehold
arrangement with the Geelong City Council, and the lease
expired in 1963.



NEGATIVE FILE:

☐ Australian Heritage Commission
Register of National Estate

☐ National Trust of Aust. (Vic)
Classified/Recorded
File No.

☐ Historic Buildings Preservation Council
Register No. File No. 51667

☐ Geelong Regional Commission
Register No. 347

IDENTIFICATION DATA

PLACE NAME The Block Buildings,
ADDRESS 105-109 Lt. Malop St., Between the old Jacob & McCann
Streets, Geelong.

LOCAL GOVERNMENT AREA City of Geelong
TITLE INFORMATION

MAP REFERENCE

PRESENT USE Shops - Market Square
PRESENT OWNER/LESSEE Crown Lands/Mayor-Councillors -
ADDRESS Citizens City of Geelong
TELEPHONE 223477

Geelong City Council Offices

PLACE NAME The Block Buildings
LOCAL GOVERNMENT AREA City of Geelong

DOCUMENTATION REFERENCES AND BIOGRAPHIC NOTES

Geelong Historical Records Centre holds the original working drawings and specifications for the redevelopment of the Market Square including the plans prepared by I. G. Anderson architect. c 1923-1927.

The records of the practice of Anderson have not been located, but a former employee of the firm Noel Coulson of Balnarring has some drawings prepared by himself during the period when the Block buildings and the C.M.L. building were erected.

Records of the Builder J. C. Taylor and Sons are retained by the Company but have not been perused for details of construction of The Block buildings.

For general history of the Market Square see:

Brownbill, R.W., The History of Geelong and Corio Bay, Wilke and Co, Melbourne, 1955, pp.124-131.

Geelong Historical Society, Investigator Vol.2, No3, Sept 1973, p.77

Vol. 11, No4, Dec 1976, p.141.

Vol. 16, No2, June 1981, p.85.

has some illustrations and brief references to the Market Square.

CITATION The Block Buildings on the site of Geelong's Market Square were erected in two stages between 1923 and 1927 with the south section fronting Little Malop Street being the first section completed and known as O'Connell's Block. The north section, fronting Malop Street known as Tait's Block was erected 1925-1927 for J & N Tait in association with C.M.L. Insurance Co. The architect for the leasehold development was Iliffe G. Anderson, a Geelong based practitioner responsible for a number of prominent early 20th Century public and commercial buildings in the area. The Block is one of Anderson's innovative designs in a reduced Renaissance style, characterised by diagonal motifs, austere external render details and an appropriate brutality. The site has intrinsic associations with the foundation of Geelong.

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

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

SIGNATURE

DATE