

This sheet should be read in conjunction with Graeme Butler & Associates, *Geelong City Urban Conservation Study*, Vol. 1-5, 1991.



146, 148, 148a Moorabool Street

History

The evidence from the rate books does not clearly identify the early history of this building. However from 1896, Samuel Jacobs owned a series of two storey brick shops in Moorabool Street on this site. In 1903 these three brick two storey shops were purchased by George Belcher, financier, and most likely remodelled. In 1950 M.C. Belcher Pty. Ltd. were still the registered owners of the site. The buildings had a number of tenants over the years and in 1930 the building functioned as a Coles store. In 1939 George and Monte Belcher operated a sportsgoods business from 146 Moorabool Street. In recent years the building has had a number of owners but the Belcher sportsgoods business continues to the present day.

Description

This attached double storey building on Moorabool Street is a reasonably intact example of commercial Federation architecture with unusual details. The facade is divided into three bays and features a number of Moorish motifs along with simple classical details. The building is rendered brick with a large parapet and has a 1920's canopy which replaced an earlier iron verandah. Notable details include the hexagonal piers with no base, the decorative accents on the skyline and large scrolls, horizontal string courses, moulded brick detailing, semi-circular headed window openings, and mast. A number of contrasting textures feature on the facade.

146, 148, 148a Moorabool Street

Significance

146, 148, 148a Moorabool Street has architectural and historic significance at a local level. It is a representative and reasonably intact example of commercial Federation architecture and retains characteristic form and siting, and unusual moulded details. The first floor and parapet retain a high degree of integrity. The building had a sixty year historical association with the Belcher family, distinguished Geelong pioneers and owners of a number of shops in Moorabool Street.