

GEELONG CITY 'C' CITATIONS

Site Name: Shop & Offices

Project File No: 1065

Address: 229-233 Moorabool Street Geelong 3220

Approx. Date: 1865-66, 1912

Integrity: Moderate-High

Significance Level: C (Local)

Photograph No: 10.13

Survey Date: March 2002



History

History for 229 Moorabool Street.

This site at 229 Moorabool Street, is located on part of Crown Allotment 11, Section 25, of the Town Plan of Geelong of 1881. J. Tolson was the original owner of the land.

Edith Harriet Richardson, wife of Horace Frank Richardson, had owned a brick shop with 5 rooms on this site since 1899. H.F. Richardson built two, two storey shops at 231-233 Moorabool Street in 1911-12. Frederick Rayner, a tailor, had been the tenant of Edith's shop at 220 Moorabool Street prior to 1899 when the property belonged to Edward Matthews, owner from the early 1870s. It had been built in 1865-66 for John Masters Garratt, a mathematical instrument maker who succeeded G.F. Belcher as Mayor of Geelong in 1876 and who was the Member of the Legislative Assembly for the seat of Geelong East at the time of his death in 1881. There is nothing in the Barwon Ward rate books to suggest any structural alterations or renovations to the property until after it passed into the hands of H.F. Richardson in the 1920s, possibly after Edith Richardson's death. However, the extant design suggests that it was altered at the time of the construction of the neighbouring building in 1911-12.

By 1930 the building had been divided into two shops that were addressed as 229 and

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229A Moorabool Street by 1939. They were leased to Edward Slann Kishere, a furnisher, and Arnold Collard Fern, a cabinet maker, the latter purchasing both shops from the Estate of Horace Richardson in the early 1940s and occupying them until 1960. Henry Douglass and Winifred Wellspring bought the property in 1960 and where they conducted their business, called Wellspring Furniture, through the 1960s and 1970s. A. and G. Fatouros had possession of the property in 1992, and there has been at least one further change of ownership since then.

History for 231-233 Moorabool Street (north-east corner).

This site at 231-233 Moorabool Street, Geelong, is located on part of Crown Allotment 11, Section 25, of the Geelong Town Plan of 1881. J. Tolson was the original owner of the land, which in 1882 was the location of Charles Willcox's monumental stone yard.

Horace Frank Richardson, a Belmont auctioneer, had two brick 2 storey shops with workrooms and stable built on this site in 1911-12. It was in 1912 when Richardson was elected as a Member of the Legislative Council for the seat of South-Western Province. He had also been President of the Baptist Union of Victoria and Geelong City Councillor, representing Bellerine Ward until 1915. In 1925, when he became Minister of Forests in the Victorian Government, his shops had five rooms between them, this number gradually reduced to two by the time of his death on 28 October 1935 at the age of 80. The shops were leased to a number of different tenants over the years, with one shop (no. 233) being a butcher's shop and the other (no. 231) a milliner's shop. The longest occupancy in shop no. 233 was that of Michael McMartin & Sons, butchers, being from the time the shop was constructed until approximately the time of Horace Richardson's death in the mid 1930s. In the 1940s, the two shops were acquired by Leonard F. Pratt, a motor cycle mechanic, who seems to have reconstructed the buildings internally to house Pratt Motor Cycles Pty., Ltd. After his death in the 1950s, the business became Pratt & Osborne Motors, attracting an annual valuation of 480 pounds by 1960. At first administered as part of Pratt's Estate, the business appears to have passed to the other half of the partnership in the years since 1960.

Description

The shop and offices buildings, 229-233 Moorabool Street, Geelong, are situated on rising ground at the corner of Moorabool and Myers Streets. The buildings take up most of the sites and abut the front and side boundaries.

The two storey, brick and rendered, Federation commercial styled buildings are characterised by stepped parapets punctuated by square piers and projecting concrete cappings and thin vertical bands. The corner building has introduced overpainting to the walls and also decorative motifs on the parapets. Beyond the parapets are gable roof forms clad in galvanised corrugated iron separated by projecting unpainted brick party walls. Other early features of the design of both buildings include the projecting moulded and rendered cornices defining the parapet bases and regular bay compositions separated by rendered (and painted) pilasters.

The most intact component of the building at 229 Moorabool Street is the unpainted red brick and rendered northern section fronting Moorabool Street, which has two sets of tripartite timber framed casement windows with highlights on the first floor (these windows are punctuated by inappropriately introduced air conditioning units). There is a rendered stringcourse at first floor sill level and a painted band underneath. Above the ground floor shopfronts is an introduced cantilevering verandah. The shopfront has altered timber framed double hung windows and an early ingo with timber framed and glazed door. There are also panelled stall boards below the shopfronts.

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The corner building (overpainted) has altered first floor window openings with introduced aluminium framed windows and early timber framed highlights above on the first floor Moorabool Street facade, and early timber framed double hung windows on the first floor Myers Street facade. The timber framed and aluminium framed shopfronts and doors have been introduced.

The rear of the building complex is characterised by early unpainted brick walls with a range of timber framed double hung windows. The window openings on the corner building appear to be intact, with shallow arched heads accentuated by early brick voussoirs. Some of the openings have also been blocked. There is an introduced single storey brick addition at the rear also.

Statement of Cultural Significance

The shop and offices buildings, 229-233 Moorabool Street, Geelong, have significance as a reasonably intact example of Victorian design (229 Moorabool Street, behind the front facade) and the Federation commercial style. Built in 1865-66 (229 Moorabool St) and 1911-12 (231-233 Moorabool Street), the buildings are a legacy of commercial developments in Geelong between 1865 and 1912.

The shop and offices buildings, 229-233 Moorabool Street, are architecturally significant at a LOCAL level. They demonstrate original design qualities of a Victorian (229 Moorabool St only) and a Federation commercial style that were typical for Geelong commercial building developments between c.1908 and 1913. These qualities include the stepped parapets punctuated by square piers and projecting concrete cappings and thin vertical bands, decorative motifs on the parapets, projecting moulded and rendered cornices defining the parapet bases, regular bay compositions separated by rendered (and painted) pilasters, and the unpainted red brick and rendered wall construction (as shown on the northern section fronting Moorabool Street). Other intact or appropriate qualities include the two storey height, two sets of tripartite timber framed casement windows with highlights on the first floor of the northern section fronting Moorabool Street, rendered stringcourse at first floor sill level, painted band underneath the stringcourse of the northern section, ground floor shopfront openings, ingo and stall boards of the northern section, first floor window openings of the southern (corner) section with timber framed highlights, first timber framed double hung windows on the Myers Street facade, gable roof forms clad in galvanised corrugated iron separated by projecting unpainted brick party walls, and the rear shallow arched window openings accentuated by brick voussoirs.

The shop and offices buildings, 229-233 Moorabool Street, are historically significant at a LOCAL level. They are associated with commercial developments in Geelong between 1865 and 1912. In particular, both buildings have associations with the Richardson family. Edith Richardson was the owner of the building at 229 Moorabool Street from 1899 (having been built in 1865-66 for John Masters Barratt, a mathematical instrument maker), while the corner building at 231-233 Moorabool Street was constructed for Edith's husband, Horace Frank Richardson in 1911-12. The front facade and shopfront of the earlier building at 229 Moorabool Street appears to have altered to reflect the design of the neighbouring building in 1911-12. The corner building also has long-standing associations with the motor cycle industry initially with Leonard Pratt from the 1940s and later with Pratt and Osborne Motors.

Overall, the shop and offices buildings, 229-233 Moorabool Street, are of LOCAL significance.

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References

- Sands & McDougall's Directory of Geelong, 1972, Geelong Historical Records Centre.
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