



Victorian Heritage Database Report Offices

Location:

71 Lt Malop Street, GEE LONG VIC 3220 - Property No 214962

Heritage Status / Level of Significance:

Individually Significant

Heritage Overlay Numbers: HO1637, HO967

Listing Authority: Greater Geelong City

Precinct:

Geelong Commercial Heritage Area

Statement of Significance:

C Listed - Local Significance

STATEMENT OF SIGNIFICANCE

The former Cheetham Salt Pty Ltd office building is near externally complete and is a fine example of an Edwardian, medium-scale custom-designed commercial use. It represents the work, historically, of Geelong's most prolific and effective architectural firm, Laird & Buchan, and contributes to a valuable Edwardian and 19th Century commercial and warehousing streetscape.

The building also represents probably the oldest major office structure built for a Geelong firm which later gained national prominence in a new field of Colonial production. It can be identified closely with the commercially adept Cunningham family who also played a benevolent role in the community and among their workforce.

Description

The Little Malop Street facade is as expected for an Edwardian office, with red-brick walls, relieved with cement dressings and pressed cement details, in particular a foliated tympanum to the segment arched pediment cantilevering over the door. This is the main stylistic element, linking the design to the contemporary Queen Anne revival. On the parapet, in bas-relief, is the company's name formed in cement, 'The Cheetham Salt Prop. Pty Ltd.,' all in sans-serif lettering.

The side elevation achieved light from the laneway for its variously sized and sited windows, being two-storey for the office section and one-storey for the rear store.

Heritage Study / Consultant	Greater Geelong - Geelong Region Historic Buildings and Objects Study, Allan Willingham, 1986; Greater Geelong - Geelong City Urban Conservation Study, Volumes 2-5, Graeme Butler, 1991; Greater Geelong - Geelong City Urban Conservation Study Volume 1, Graeme Butler, 1993; Greater Geelong - Geelong City Urban Conservation Study, Volume 4(a), Helen Lardner, 1995
Construction Date Range	
Architect / Designer	
Municipality	GREATER GEELONG CITY
Other names	
Hermes number	19336
Property number	214962

This place/object may also be State heritage listed. Check the Victorian Heritage Database. For further details, contact the local Council or go to Planning Schemes Online