

Victorian Heritage Database Report  
**Shop - Edments Ltd., former**

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**Location:**

144 Moorabool Street, GEEELONG VIC 3220 - Property No 216344

**Heritage Status / Level of Significance:**

Included in Heritage Overlay

**Heritage Overlay Number:** HO1053

**Listing Authority:** Greater Geelong City

**Statement of Significance:**

C Listed - Local Significance

**STATEMENT OF SIGNIFICANCE**

144 Moorabool Street is a locally significant building of architectural and historic importance. The upper facade is an essentially intact example of commercial Art Deco building, cleverly adapted as an interpretation of the adjacent c1905 building from construction in 1933 until the 1970s.

**Description**

**DESCRIPTION**

144 Moorabool Street is an attached double storey commercial building with a symmetrical facade . The

building features a number of typical Art Deco details whilst appearing to be an interesting interpretation of the adjacent c1905 building. The facade is divided into three main bays by hexagonal piers, as is the adjacent building. Typical Art Deco details include the parapet with stepped skyline, the emphasis on verticality expressed through the tall hexagonal piers, the concentration of ornament on the upper part of the building, and the Art Nouveau motifs and fine details. The fenestration is unusual arched and with small window panes. The ground facade has been substantially altered. It is brick and glass and is protected by a wide canopy. The current signage does not enhance the architectural features of this building.

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| Heritage Study / Consultant | Greater Geelong - Geelong City Urban Conservation Study, Graeme Butler, 1993 |
| Construction Date Range     |  |
| Architect / Designer        |  |
| Municipality                | GREATER GEELONG CITY   |
| Other names                 |  |
| Hermes number               | 19950  |
| Property number             | 216344   |

*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*