

MARKET
SQUARE

Remember With Us

Preface

On the 3rd December 2015 Market Square Shopping Centre celebrates its 30th Birthday and 178 years of history. As part of this momentous occasion various historical projects, called **Remember With Us**, have been developed to capture Market Square's rich history and to give our valued customers, retailers, contractors and staff the opportunity to remember with us.

This book has been compiled in support of a new permanent public installation at Market Square Shopping Centre. The nine mural depictions of the 178 years of history can be found on Level 1 of Market Square, outside the lifts and has been developed with the hope that many future generations of Geelong locals and visitors may enjoy learning about the important place Market Square has held in the minds, hearts and memories of those from the past.

We hope you enjoy the following pages of reflections as much as we have compiling them. Thanks for remembering with us on the anniversary of Market Square Shopping Centre's 30th Birthday.

Credits

We would like to thank and acknowledge the following organisations and people who have worked tirelessly in compiling this special snap shot of 178 years of Market Square's history which has taken over 18 months to bring to fruition.

The Geelong Heritage Centre - especially Phoebe Wilkens and Caroline Stok who patiently went through numerous records to provide images and cross check history queries.

The Geelong Advertiser - especially Peter Begg, Geelong's unofficial historian. His wealth of knowledge and access to archival images really helped complete this project.

Clever Digital – especially Rory Flynn. His creativity and design helped enhance all the historical projects and was the driver behind the development of this book.

Market Square Shopping Centre Management – especially Sarla Holmes. Without her tireless research, coordination and passion for the Remember With Us project none of this would have happened.

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Images courtesy of Geelong Heritage Centre and Geelong Advertiser
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Creative by Rory Flynn, Clever Digital
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*Rev. Alfred Seales
Congregational
Church*

1837

In The Beginning - Market Square's Origins

The site of today's Market Square Shopping Centre has a rich history, having retained much of its original heritage, including the historic Austin clock, the Solomon's Building façade, and the heritage listed Block Buildings (Corio Stores and the Colonial Mutual Life).

Market Square's origins began as eight acres (2.9 hectares) of land, reserved by Governor Sir George Gipps as a town square during the initial surveying of Geelong in 1837 and was soon named Market Square by the local towns people for its suitability as a produce market.

A water tank was installed in 1850 and the plaque marking this location can be found near Centre Court. With the installation of the water tank in 1850, Market Square soon became a community hub for business and socialisation.

The newly formed Geelong Town Council officially established an open air fruit and vegetable market on the 16th June 1855. Market Square has been the heart of Geelong for many generations and reflects its history in various plaques and historical displays throughout the Centre. Have you noticed them?



c. 1857 - Depiction of Market Square and Gray's water tank looking from near the corner of Moorabool and Malop streets. Image includes Woods Saddlery, Post Office and the Prince of Wales Hotel. Etching by S. T. Gill, published by Sands & Kenny.



c.1862 - Elevated view of the corner of Malop and Moorabool streets. Views of Market Square, horse-drawn cabs, Robert's Portrait Gallery, Steeple Presbyterian Church in the distance, G W Sheppard and Co Tea Dealers, Cheapside House, Old Red Boot and B. Poulton John Atkin.



c.1850 - Depiction of Market Square reserve.



c.1860 - Full length portrait of Reverend Alfred Scales, Congregational Church. Photographed by W. F. Roberts, Market Square, Geelong.



c.1866 - Looking east along Little Malop Street from Moorabool Street to Yarra Street, showing south side of Market Square, Albion Hotel and part of Bright and Hitchcocks.

*Rev. Alfred Scales
Congregational
Church*



c 1910 - Stallholders would set up around the Market Square and included people selling fruit, vegetables, second-hand books and pies.



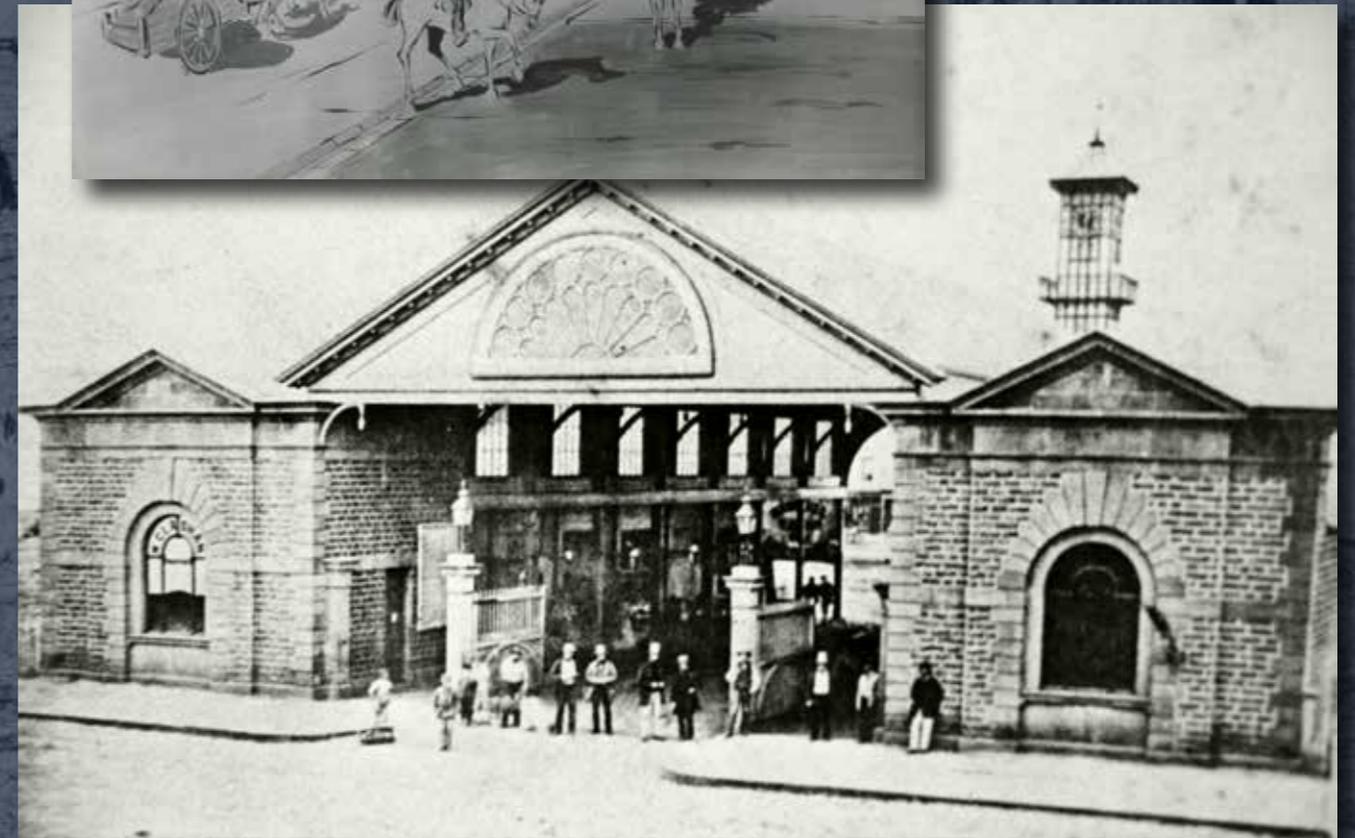
c 1910 - Stallholders set up around the Market Square.



c. Late 1800s - Market Square.



c. 1850 - Depiction of Moorabool Street from Malop Street corner, showing Bright & Hitchcocks, Gray's water tank, horses, bullocks, carts and Woods Saddlery. Painted by George Brown of Geelong West, 1950.



c. Late 1800s - Market Square with the Austin Clock Tower in the background.

1856

The Austin Clock Tower - Keeping Time Since 1856

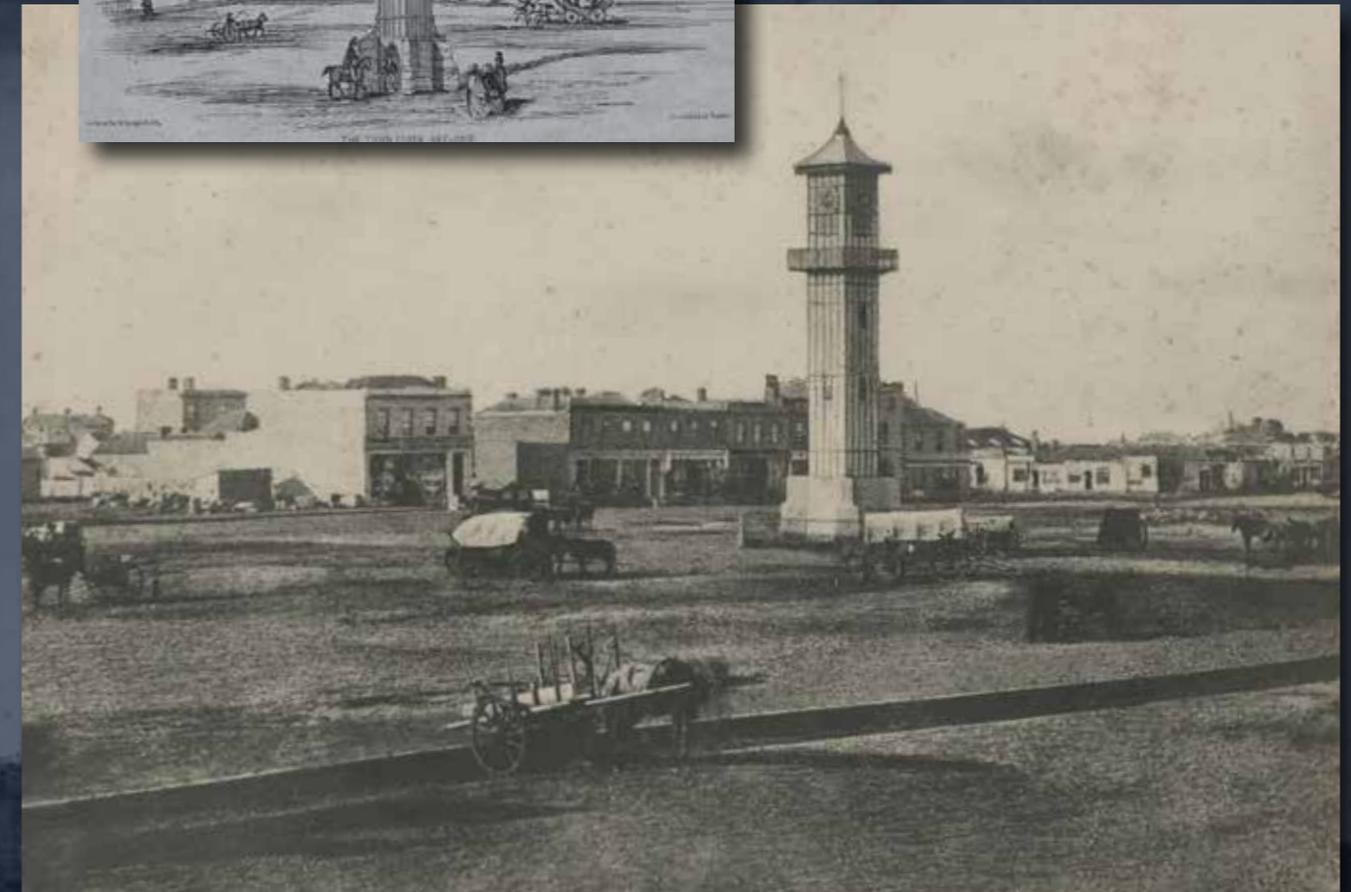
One of the plaques near the Malop Street entrance marks the location of Geelong's first ever public clock. The 20 metre high clock tower was erected in 1856 thanks to James Austin who financed the construction to mark his term as Geelong's second mayor. Components of the clock were shipped from England including a gilded kangaroo which acted as a weather vane at the apex of the tower.

The clock tower remained until October 1923 when it was demolished to make way for the CML Building. The clockwork inside the tower was relocated to the new tower of the CML Building located today on the corner of Moorabool and Malop streets. The clock is wound once a fortnight to ensure the correct time is maintained.

Make sure you look back in time next time you are passing by.



c.1860 - Depiction of the Town Clock in Market Square. Lithograph by De Gruchy and Leigh, published by Franks and Jackson.



c.1857 - View of Market Square and clock tower from Bright and Hitchcocks corner looking northeast.



c.1877 - View of Market Square Clock Tower looking south.



c.1900 - View of Market Square from the corner of Moorabool and Little Malop streets.



c.1925 - View of clock tower and Prince of Wales Hotel, Little Malop Street, looking south from Malop Street.



c.1875 - Elevated view of Market Square looking south to Clock Tower and Little Malop Street. Includes advertising for Joseph Croker, with the Prince of Wales Hotel and J. Sperrey's Timber Yard in the background.



c.1935 - View of Market Square and the Clock Tower.

1881

Market Square's Theatrical Past

An Exhibition Building opened in Market Square on December 27, 1881. It was located to the west of the Clock Tower, and had a frontage to what became Jacobs Street. The building had over 30,000 exhibits before becoming the Exhibition Theatre with a 1,500 seat capacity.

By the late 1890s The Exhibition Building was known as Her Majesty's Theatre. Upon the death of Queen Victoria in 1901, it was renamed His Majesty's and a statue of Queen Victoria was unveiled on May 24, 1904 in her honour.

Julius Solomon renamed His Majesty's Theatre to The Colosseum around 1907 and sold drapes and clothing from these buildings until the completion of the Solomon's Building in 1913. During the construction of the Solomon's Building the two 12 metre towers were removed from the original Exhibition Building and the Queen Victoria Statue was moved to Eastern Gardens where it resides today (Garden Street entrance). The famous fan of the original Exhibition Building was maintained and the Colosseum was returned back to His Majesty's Theatre following the opening of the Solomon's Building. Famous Operatic Soprano, Dame Nellie Melba, performed in the theatre in February 1915.

By 1936 the site became Cowley's Motor Garage until 1961 which saw the building replaced by a multi-story car park to accommodate the growing city traffic.



c.1907 - The Colosseum buildings consisted of the two twelve metre tall buildings on either side of the fan dome theatre known at this time as His Majesty's. The Queen Victoria Statue stands in front on what later became Jacobs Street.



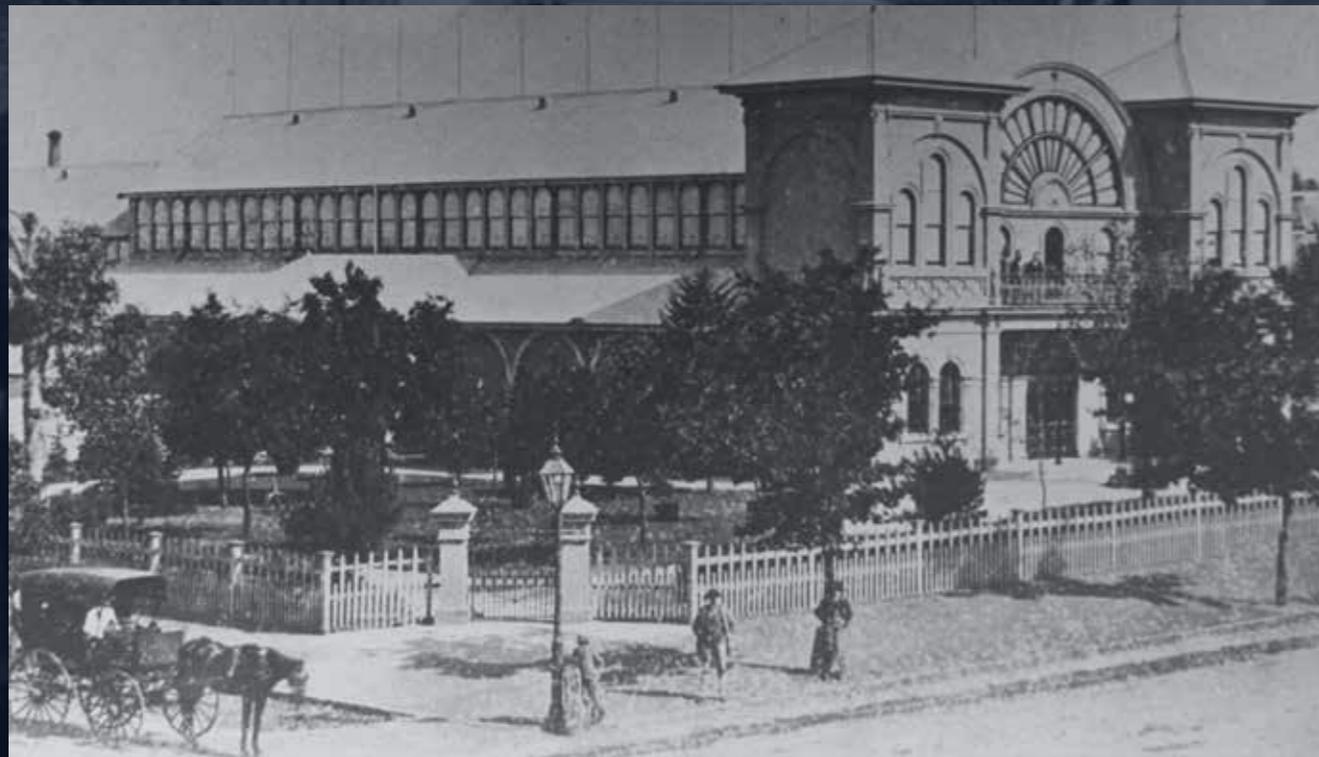
c.1912 - (above, left) The Queen Victoria Statue is removed from Market Square to make way for the Solomon's Building.



c.1905 - View of Victoria Square (Market Square), showing the Colosseum Buildings and Queen Victoria Statue.



c.1880s - The Geelong Exhibition Building in Market Square from the corner of Malop and Moorabool streets, Clock Tower in the background.



c.1880s - View from the corner of Malop and Moorabool streets of the Exhibition Building, Market Square.



c.1935 - His Majesty's Theatre on Jacobs Street following the removal of the two 12 metre towers during the construction of the Solomon's Building (the back of which can be seen in the picture).



c. 1920 - Aerial view of His Majesty's Theatre and Jacobs Street.



c. 1910 - Geelong's first picture theatre, later became the lolly shop for His Majesty's Theatre.

1921

The Solomon's Building

The Solomon's Building façade is in existence today and is best viewed from the corner of Moorabool and Malop streets, looking south down Moorabool Street.

Julius Solomon had made his drapery store at The Colosseum (former Exhibition Building) and he soon added a men's store and eventually a clothing factory. He began negotiations with council to lease the southeast corner of Moorabool and Malop streets and on April 16 1913, The Solomon's Emporium was officially opened. The building was without internal walls and housed many different stores, making it a shopping mecca of its time. It was the third largest floor space without walls of stores in Victoria at the time. The building occupied the entire block back to Jacobs Street between Little Malop and Moorabool streets.

Julius Solomon closed the building in 1966 and it was replaced with a SSW supermarket before the building was incorporated into the Market Square Shopping Centre development in the 1980s.



c.1912 - (above) Initial works for the construction of the Solomon's Building on Moorabool Street.



c.1915 - (left) View along Moorabool Street looking southeast from Malop Street. View includes a tram.

c.1926 - Portrait of Julius Solomon, Geelong Mayor 1926-1927 and founder of the Solomon's Building (Market Square façade on Moorabool Street).



c.1920s - View along Moorabool Street looking southeast. Image courtesy of The Geelong Advertiser.



c.1930 - View of the Solomon's Building along Moorabool Street. Image courtesy of The Geelong Advertiser.



Moorabool Street, Geelong, C.1914.

c.1914 - The Solomon's Building looking south along Moorabool Street.



c. 1925 - View along south side of Malop Street looking southeast from Moorabool Street, showing Jacobs Street, cars, horses and carts and a bus sharing the road.

1923

The Building Blocks of the 1920s

The success of the Solomon's Emporium paved the way for further development of the original market buildings. The 67 year old Austin Clock Tower was removed in 1923 to make way for the construction of the 'Block Buildings' which were built in two stages between 1923 and 1927 – both of which remain part of Market Square Shopping Centre today and are heritage listed.

The Block Buildings feature the typical Renaissance style of the day. Characterised by diagonal motifs, austere external render details and an appropriate brutality, the Block Buildings were constructed out of local Barrabool sandstone. The south building which faces onto Little Malop Street was originally known as 'The O'Connell's Block'. 'The Corio Stores' balcony and architecture is clearly visible near the Yarra Plaza entrance to the shopping centre which is where McCann Street used to be prior to development. 'The Block' can be seen above the Little Malop Street loading bay where Jacobs Street used to exist. The north section, fronting Malop Street, was originally known as Tait's Block and was erected in 1925-1927 in association with Colonial and Mutual Life Assurance (CML) and is known to this day as the CML Building.

By 1939 all of the original Market Square reserve was occupied with a variety of retail outlets, a cinema, markets and office space. It remained relatively unchanged for 40 years and was a popular location for locals old and young to meet for hamburgers, shopping, the movies and fun.



c.1930 - View of the Colonial Mutual Life Assurance Society Limited building (one of the two Block Buildings), town clock faces and Noble's Mercery and Clothing store, looking southeast from Moorabool Street.

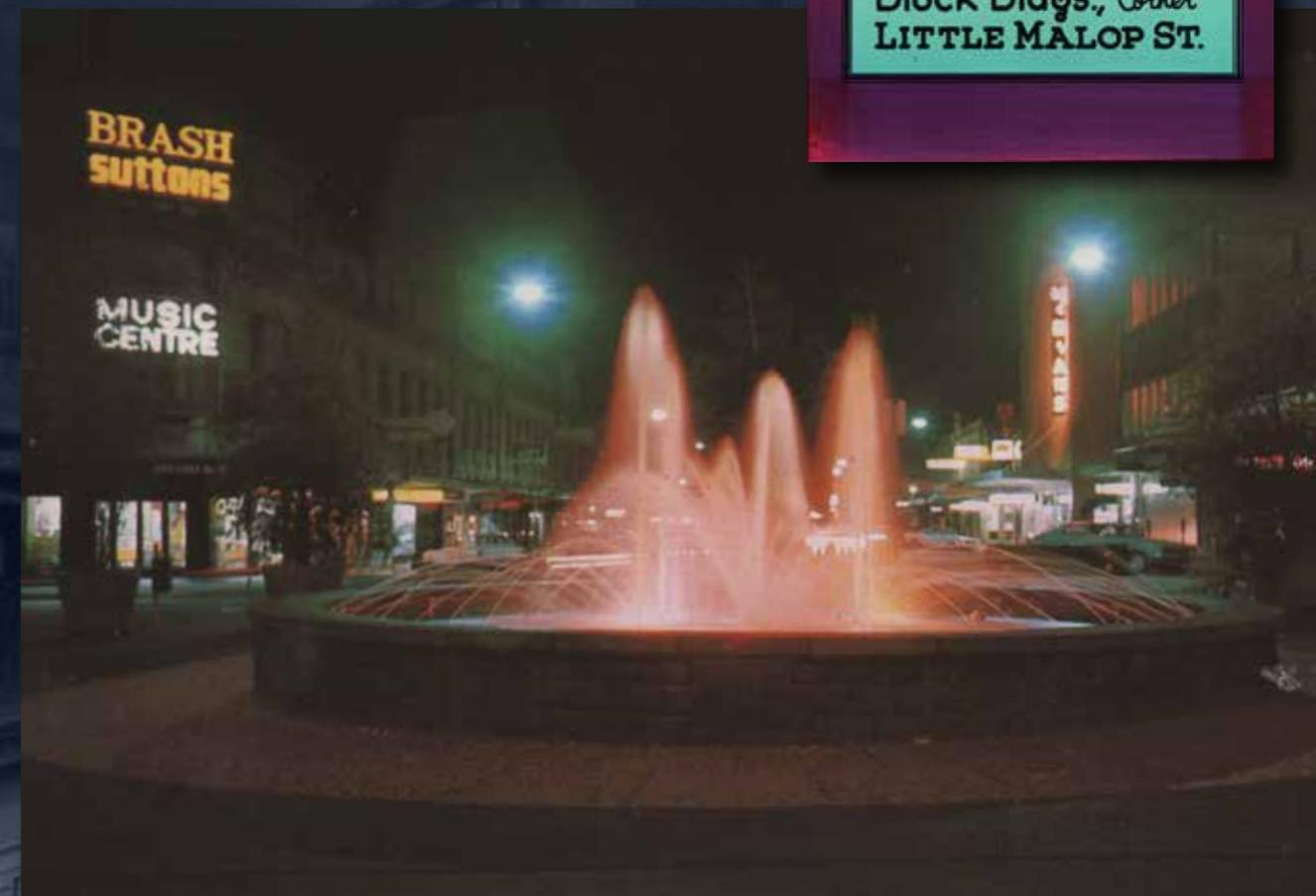


c.1940 - Advertisement for the Yorkshire Manufacturing Co., 'The Block', Malop Street.

c. 1940 - Cinema Advertisement for Sutton's Music Warehouse



c.1984 - View of Brash Suttons Music Centre on the corner of Little Malop and Jacobs streets prior to Market Square redevelopment. The entrance to the carpark can also be seen.



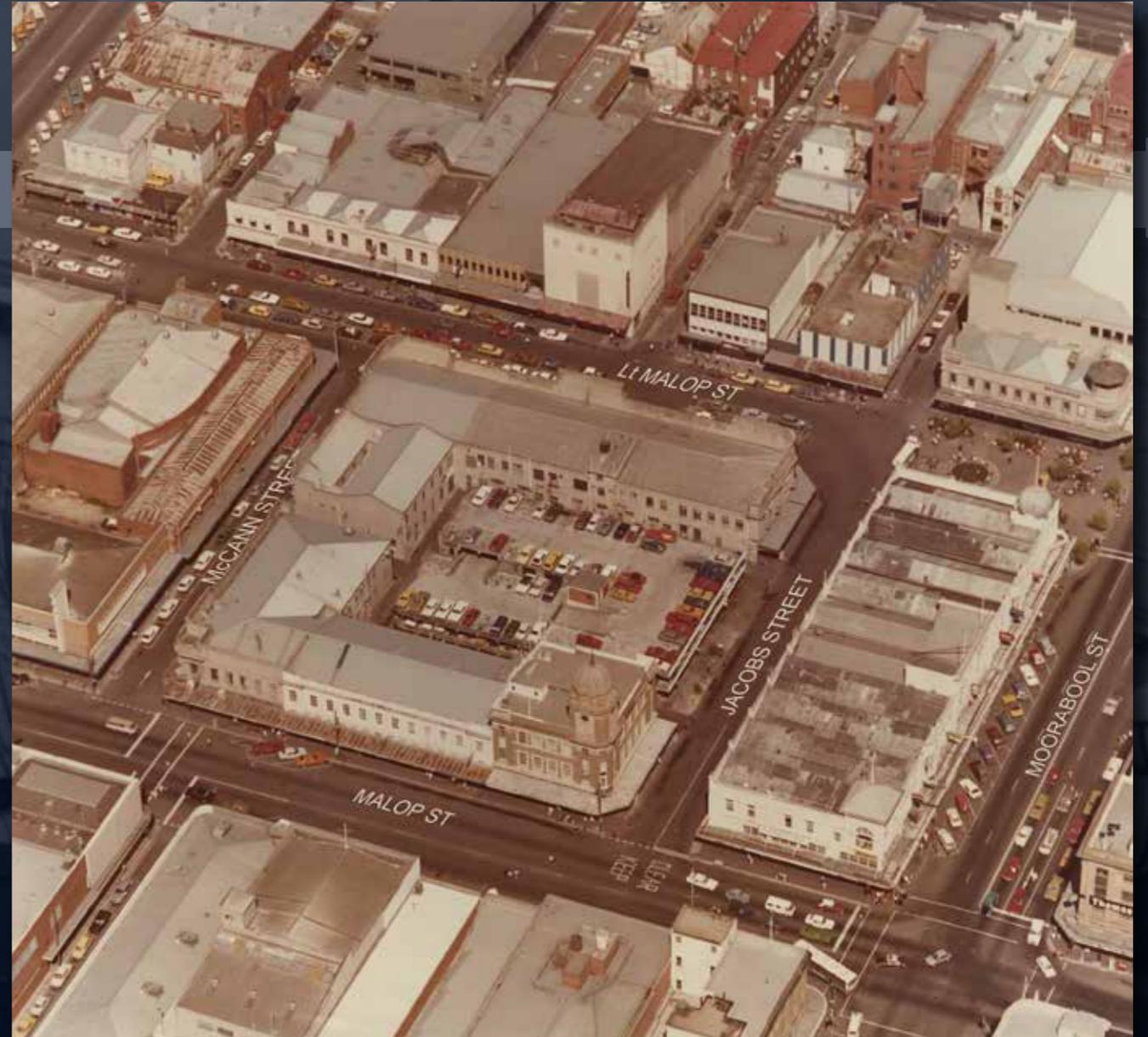
c. 1980 - A night view of the Market Square Mall. Showing the Corio Stores Block Building which housed Brash Suttons and the colourfully lit Sir Rohan Delacombe Fountain.



c.1984 - Street level view of CML building on the corner of Malop and Jacobs streets.



c.1984 - Corner of Moorabool and Little Malop streets prior to the Market Square redevelopment. Bull & Owen, corner of Jacobs Street and Brash Suttons in the Block Building visible.



c.1980 - Aerial view looking southeast of Market Square prior to redevelopment, showing carpark, McCann Street, Jacobs Street, Moorabool Street, Malop Street, Little Malop Street, Corio Theatre, Waltons, Regent Theatre, Dunklings (Bright & Hitchcocks) and Thomas Jeweller.

1980

Take a Walk With Us

Market Square Shopping Centre, as we know it today, was a 32 million dollar local and state Government funded redevelopment. Two streets were lost in the redevelopment - Jacobs and McCann streets.

Jacobs Street originally ran parallel to Moorabool Street between the CML and Solomon's buildings. The street ran from the indentation on the Malop Street frontage of Market Square between the pedestrian lights and Moorabool Street through to where the Little Malop Street loading bay is today. McCann Street ran from the Yarra Plaza entrance on Little Malop Street to Malop Street loading bay.

Follow these images for a walk around the block from the corners of Moorabool and Little Malop streets heading north and turning right until you return to the corners of Little Malop and Jacobs streets to see what it looked like in the early 1980s.

How much do you remember?



c.1984 - Corner of Moorabool and Little Malop streets.



c.1984 - CML Building on corner of Jacobs Street and shops around the corner of Moorabool and Malop streets.



c.1984 - Malop Street, looking southwest past Venture, McCann Street, Fowler's Amcal Chemist, CML Building and Jacobs Street towards Moorabool Street.



c.1984 - View of Venture store on Malop Street prior to Market Square redevelopment.



c.1984 - Corner of Malop Street, looking southeast towards Yarra Street. Shops shown include The Red Sequin, Ray's Disposals and Majestic Decor.



c.1984 - Walk with us down Yarra Street from Malop Street. Shops shown include John's Liquidation Store, The Red Sequin, Gallery, Ray's Disposals and Hooper's SSW.



c.1984 - View along east side of McCann Street from Little Malop Street, showing The Crest Restaurant, Staggers and Send-A-Basket.



c.1984 - Kit-Kat Restaurant and Coffee Lounge on the corner of McCann and Little Malop streets. Also shows Tate's Toys & Cycles, Images Hair & Beauty Salon and Eddy Elias Mens Wear along the west side of McCann Street.



c.1984 - Continue to walk along Yarra Street and remember John's Liquidation Centre, Harry Hooper's SSW Supermarket, Homemakers City and a bank.



c.1984 - View along north side of Little Malop Street from Yarra Street shows National Australia Bank, Corio Theatre, Craddocks, City Square Meats and Sandman Mattress Factory.



c.1984 - View along Little Malop Street from McCann Street, showing Kit Kat Cafe.



c.1984 - View down Jacobs Street from Little Malop Street shows the back of the Solomon's Building on the left and Brash Suttons on the right.

1984

Market Square – The Construction of a Shopping Centre

The redevelopment required the existing shops to be temporarily relocated and traded out of portable like buildings in Market Square Mall (now Little Malop Street Central). Once the shops were relocated demolition of the existing buildings began in 1984. The CML building and façades of the Solomon's Building and Corio Stores buildings were retained during the redevelopment process.

Oz Wide Locksmiths and Security, formerly Arcade Locksmiths, traded from one of these portables before moving into Market Square once construction was completed.

"I remember Brian and I working out of the portables in the Mall," says John Carter Senior.

"There was a real buzz around town during construction. Once Market Square opened, it was a very exciting time for Geelong. It was the big thing Market Square," said Mr. Carter.

Oz Wide Locksmiths and Security were originally located near McEwans on Level 1 of Market Square before moving to its current position below the escalator.



c.1984 - Demolition work between Jacobs and McCann streets makes way for the Market Square redevelopment. Pile driving machine in background.



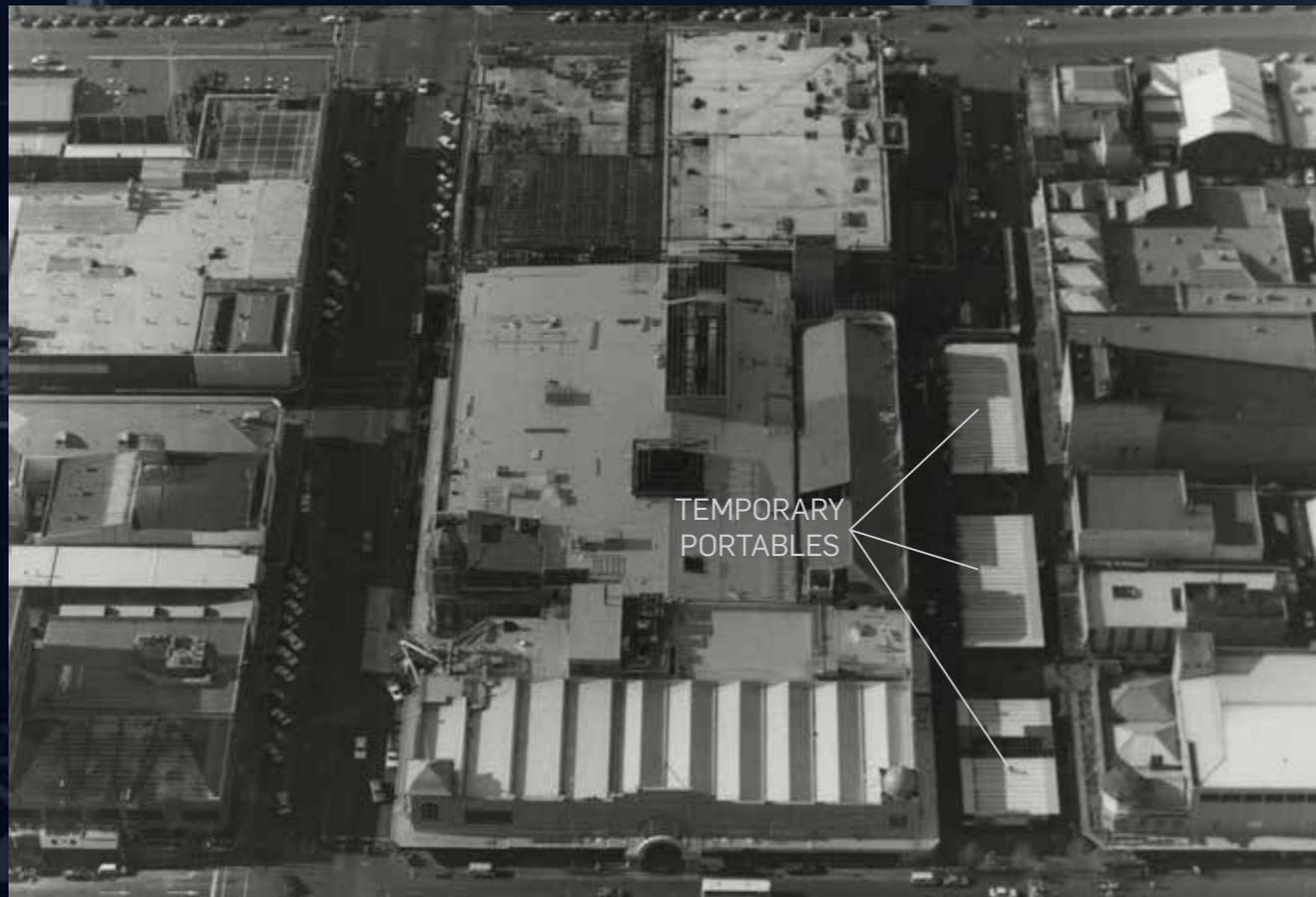
c.1984 - View of Market Square from Malop Street.



c.1984 - Temporary shops on Little Malop Street are being moved into position by K. E. Black & Sons House Removers.



c.1984 - View of temporary shop Maggie on Little Malop Street.



TEMPORARY
PORTABLES

c.1985 - Aerial view of Market Square from above Moorabool Street looking east, showing construction still under way on Yarra Street side and temporary buildings on Little Malop Street.



c. 1984 - Artist impression of the inside of Market Square prior to construction.



c.1984 - Market Square during redevelopment.



c. 1984 - Jacobs Street disappears during construction.



c. 1985 - Construction of Market Square over Jacobs Street.

1985

Geelong's First Under Cover Shopping Centre

The Market Square Shopping Centre was officially opened by Victorian Premier John Cain and Geelong Mayor Hayden Spurling on December 3 1985 and consisted of a Safeway Supermarket (famous for introducing barcode scanning), a Venture store and many specialty stores and cafés. Some more familiar retailers still at the Centre 30 years later also opened on this auspicious day including Sportsgirl (the only one in its original location), Duffs Jewellers and Arcade Locksmith (now Oz Wide Locksmiths and Security).

The main entrance to Market Square in the early years was from Moorabool Street until 1988 when the opening of Bay City Plaza resulted in the Malop Street entrance being the main entry point.

The Centre was owned and managed by the City of Greater Geelong Council until 1996 when it was sold to a private investor. Knight Frank Australia were appointed as the property managers. Market Square remains a community hub, a significant employment source and economic contributor to the Geelong CBD.



c.1985 - Aerial view looking northeast over the newly redeveloped Market Square and taking in parts of Moorabool, Little Malop, Malop, Yarra and Corio streets as well as part of Yarra Street Pier and the waterfront area.



c.1985 - Street view of the new Market Square, corner of Moorabool and Malop streets and western entrance to the shopping centre.



c.1985 - Market Square redevelopment architectural drawing from the Moorabool Street entrance. Image courtesy of Geelong Advertiser.



c.1985 - (above, left) Victorian Premier John Cain and Geelong Mayor Hayden Spurling at Market Square's official opening. Images courtesy of Geelong Advertiser.



c.1985 - Newly redeveloped Market Square, corner of Moorabool and Little Malop streets. Shows Bull & Owen Chemist, Oaks and Royal Bank.



c.1985 - Little Malop Street Fountain. Image courtesy of Geelong Advertiser.



c.1985 - View of the redeveloped Market Square Mall, previously Little Malop Street. Shows new Market Square clock, Block Buildings and Henry Franks Newsagency.

c. 1987 - Market Square looking south down Moorabool Street.



c. 1987 - Market Square from Malop St looking east.



c. 1984 - Street view of the corners of Little Malop and Moorabool streets prior to the Market Square Shopping Centre redevelopment.



c. 1990 - Market Square Mall showing the fountain and clock tower, Little Malop Street.

2015

Celebrating 30 years supporting Geelong

December 3rd, 2015 marked the 30th anniversary of the opening of Market Square Shopping Centre and the celebration of 178 years of history. From the iconic Market Square arches at the entrance to the rich heritage of the Solomon's domes and CML building on Moorabool and Malop Streets, Market Square still remains the community icon of its time.

Proud of its community feel the Shopping Centre is renowned for its friendly atmosphere. Market Square reflects the multi-cultural hub Geelong has become and is the home to over 80 fashion, health and beauty, food, services, electronics and homewares retailers. Locals and visitors alike can discover much loved boutique stores such as Tonia T Boutique, Nepalese Crafts, Mind Games, Duffs Jewellers and Décor Plus Geelong and shop international brands like JB HiFi, Harris Scafe, Adairs, Cotton On, Witchery and Sportsgirl.

Market Square is a community hub where families enjoy free interactive fun every school holidays, school and community groups perform every Christmas and people meet for relaxed shopping and headline events. With a wealth of stories, memories and history, thanks for taking the time and remembering with us.



c.2015 - Aerial view of Market Square, corner of Moorabool and Malop streets during painting of the building in the lead up to the 30th Birthday celebrations.



c.2015 - Market Square's Centre Court from level 1.



c.2015 - View of Market Square during painting works in the lead up to the 30th anniversary looking west from Little Malop St Mall towards Moorabool St.



c.2015 - View of Yarra Plaza retailers.



c.2015 - View of Little Malop Street entrance during building painting upgrade.



c.2015 - Moorabool Street entrance during building painting in the lead up to the 30th anniversary.

Thankyou

Thank you for remembering with us and sharing in our history.

