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# Victoria Inn



Victoria Inn, Hobsons Bay  
Heritage Study 2006



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## Location

65 Douglas Parade WILLIAMSTOWN, Hobsons Bay City

## Municipality

HOBSONS BAY CITY

## Level of significance

Incl in HO area contributory

## Heritage Overlay Numbers

HO84

## Heritage Listing

Hobsons Bay City

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## Statement of Significance

Last updated on -

What is Significant?

The Victoria Inn designed by Sydney, Smith and Ogg and constructed in 1916, at 65 Douglas Parade, Williamstown.

How is it Significant?

The Victoria Inn is of local historic, social and aesthetic significance to the City of Hobsons Bay.

Why is it Significant?

Historically, it is significant as an illustration of the far reaching influence of the Licenses Reduction Board, which was established in 1906, that led to the construction of new hotels to meet improved standards and consequently an increased level hotel ownership by major breweries. It also has associations with prominent hotel architects, Sydney Smith and Ogg (possibly with Robert Haddon as consultant designer) and the Victoria Brewery Company Ltd. (AHC criteria A4 and H1)

Aesthetically, it is significant as an essentially original and successfully designed example of a twentieth century hotel form with notable Art Nouveau detailing, which was used extensively by one architectural firm and one hotel company in Victoria. It is an important landmark building that emphasizes the corner siting by the use of a distinctive conical tower. (AHC criteria E1 and F1)

Socially, it illustrates the important role of hotels as community meeting places during the nineteenth and early twentieth centuries. (AHC criterion G1)

Heritage Study/Consultant Hobsons Bay - Hobsons Bay Heritage Study, Hobsons Bay City Council, 2006;

Architect/Designer Sydney Smith & Ogg,

Hermes Number 15014

Property Number

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## Physical Description 1

The Victoria Inn is a two storey, parapeted and stuccoed corner hotel building with a splay and a formerly conical roofed round tower at the corner (3). The tower is supported at the first floor level and possesses arched openings, with bellied wrought iron balustrading at each. Scrolled iron braces support each balustrade panel of what may have been an elevated band rotunda or simply a look out. A heavy cornice, symmetrical fenestration on to Douglas Parade and Stevedore Street and central raised entablatures and balconettes (with an ox-bow profile), suggest a Baroque revival. Arched fenestration at the lower level is balanced against the rectangular windows of the upper level, whilst string moulds, smooth rustication and dado tiles provide the ornament.

## Integrity

External Integrity

Generally original except for ground floor opening details, the absent spire and a proliferation of signs on all parts of the building.

## Physical Description 2

Context

A major corner element enhanced by the round tower which echoes those on the Prince Albert Hotel, further north.

## Historical Australian Themes

Developing local, regional and national economies, Marketing & retailing

### **Physical Description 3**

#### *Associations*

Victoria Brewing, Sydney, Smith & Ogg

*This place/object may be included in the Victorian Heritage Register pursuant to the Heritage Act 2017. Check the Victorian Heritage Database, selecting 'Heritage Victoria' as the place source.*

*For further details about Heritage Overlay places, contact the relevant local council or go to Planning Schemes Online <http://planningschemes.dpcd.vic.gov.au/>*