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# Carlton Hotel



Carlton Hotel - 13-19 Malop Street, Geelong



Bottle Shop - Carlton Hotel - 13-19 Malop Street, Geelong

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## Location

13-19 Malop Street, GEELONG VIC 3220 - Property No 215161

## Municipality

GREATER GEELONG CITY

## Level of significance

Incl in HO area indiv sig

## Heritage Overlay Numbers

HO1638

HO987

## Heritage Listing

Greater Geelong City

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## Statement of Significance

Last updated on -

B Listed - Regional Significance

STATEMENT OF SIGNIFICANCE

Historically, still active on a hotel site of 140 years duration and, with a small group including the Britannia and National hotels (1937), it represents a rationalization of the hotel industry under large corporate brewery ownership, both in Geelong and Victoria generally. It received extensive publicity in the Geelong press and was regarded as a mark of faith in the city's prosperity. The best of Geelong's designers and builders were set to work on the project which made it an unusual achievement for a statewide firm such as the Carlton Brewery. With the later, Britannia Hotel, it is one of a small group of hotels built in Geelong during the 1930s and one of two which has remained externally complete. The significance of this example is enhanced by the degree of its integrity throughout the building.

Architecturally, the Carlton Hotel is a prominent and externally intact example in the Streamlined Modern style, and is Geelong's best commercial example. It contributes to Precinct 2.3 as an individually important and prominent building, as are many of the sites in the precinct. Although not a primary contributor, it still possesses the parapeted articulated form of other buildings in the precinct

## REFERENCES

RB 1920, 354; RB 1930, 388; D1935

GHRC Collection

INV 9.73, p.108

INV 12.76, p139, illust

IBID

RB 1937, 369 by the same architect?

INV 12.81, p 163

Mahlsedt & Elston, *Insurance Planning Association Plans*; plans for alterations to hotel held at GHRC.

RB 1920, 354; RB 1930, 388; D 1935

GHRC Collection

INV 9.73, p 108

INV 12.76, p.139, Illust.

RB 1937, 369 by the same architect.

Heritage Study/Consultant	Greater Geelong - Geelong Region Historic Buildings and Objects Study Volume 2, Allan Willingham, 1986; Greater Geelong - Geelong City Urban Conservation Study, Volumes 2-5, Graeme Butler, 1991; Greater Geelong - Geelong City Urban Conservation Study, Graeme Butler, 1993; Greater Geelong - Geelong City Urban Conservation Study, Volume 4(a), Helen Lardner, 1995;
Heritage Act Categories	Registered place,
Hermes Number	19429
Property Number	

## Physical Description 1

## DESCRIPTION

Reputedly containing parts of the earlier 20 room hotel, most of the new hotels floor structure consisted of modern hollow terra cotta blocks and concrete but some rear wings retained timber floors. A similar floor plan, before and after the reconstruction (i.e., central rear light court) also suggested reuse of an earlier structure i.e. added floor and light well partially built in).

Despite possible remnants of the previous hotel, the external expression of the Carlton is decidedly of the late 1930s, with its streamlined corner-form and horizontal banding, 'vertical feature stair and lift-shaft element, curved balconies and decorative brickwork. At three-storeys and on a corner site, the Modern-styled sculptural form is impressive. Contributory details include the (Gill Sans metal) letters, serrated parapet capping to the stair well, pipe handrails, curved metal canopy and steel-framed windows.

The interior is also notable for its high integrity to the 1930s, surviving maple paneling and lift.

### External Integrity

Generally original except for probable removal of the dado tiles (cement-rendered), added signs.

### Streetscape

A major corner element because of scale and design but unrelated to adjacent former London Chartered Bank (1860) except with its parapet form. It is one of a group of individually important sites from differing eras at the Gheringhap and malo street corners.

*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/>*