
National Mutual Life Building



54 Malop Street, Geelong

Location

54 Malop Street, GEELONG VIC 3220 - Property No 215195

Municipality

GREATER GEELONG CITY

Level of significance

Included in Heritage Overlay

Heritage Overlay Numbers

HO992

Heritage Listing

Greater Geelong City

Statement of Significance

Last updated on -

B Listed - Regional Significance

STATEMENT OF SIGNIFICANCE

54 Malop Street has architectural and historic significance at a regional level. The upper facade retains a high degree of integrity and is an excellent example of the NeoGrecian style with simplified classical idioms and typical 1920s detail. The building is sited on a prominent corner. The building is of historic significance for a

number of reasons. Gibbs, Finlay and Morsley designed the building and Arthur Phillips was the builder. A selection of expensive materials was used inside the building and the exterior clad in Pyrmont stone from Sydney. This demonstrated the importance of the building's status as high quality materials were imported. The building had strong associations with National Mutual Company, the Suttons Music store, and Thomas Jewellers who continue to occupy the site.

Heritage Study/Consultant	Greater Geelong - Geelong City Urban Conservation Study, Volumes 2-5, Graeme Butler, 1991;
Heritage Act Categories	Registered place,
Hermes Number	19435
Property Number	

Physical Description 1

DESCRIPTION

54 Malop street is an attached four storey parapet building which is clad in Pyrmont stone, and has a high degree of integrity despite the alterations to the ground floor shop front. The symmetrical facade is an example of the Neo-Grecian style, is divided unto three main bays on both sides of the building by pilasters that run the height of the structure, and has small paned metal framed windows recessed in the bays. On the north facade, at ground level, a door and a window architrave have been retained. The south and west walls are both brick. On top of the roof is a small brick house with a distinctive red tiled roof. The west boundary wall of 54 Malop Street extends up and is also the external wall of the house. The location of the residence is unusual. Recessed spandrel panels of both stone and metal express the floor division on the facades. The building stand tall compared to the adjacent structures and is sited on a prominent corner. The original signage remains but inappropriate new signage detracts from the building. The ground floor shop front have been substantially altered and a new verandah has been added.

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/>