

# PRINCE ALBERT HOTEL



PRINCE ALBERT HOTEL  
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williamstown pm2 aug99



H1793 PRINCE ALBERT  
HOTEL LHA 2015 1.JPG



H1793 PRINCE ALBERT  
HOTEL LHA 2015 2.JPG



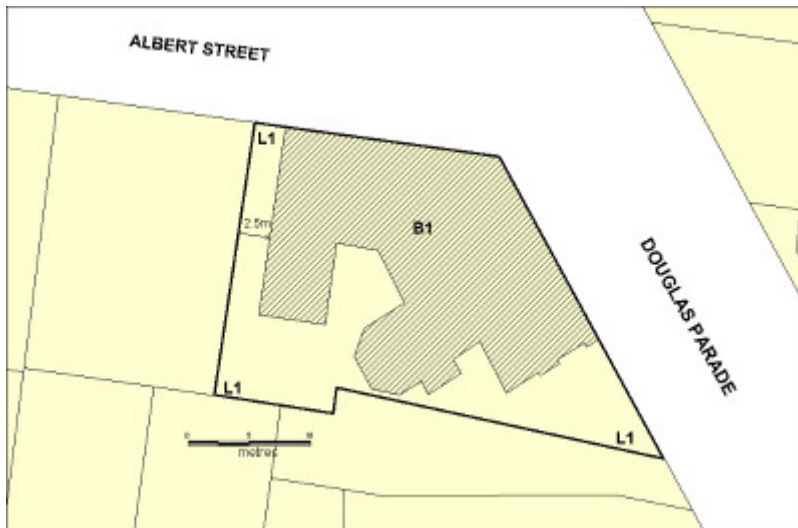
H1793 PRINCE ALBERT  
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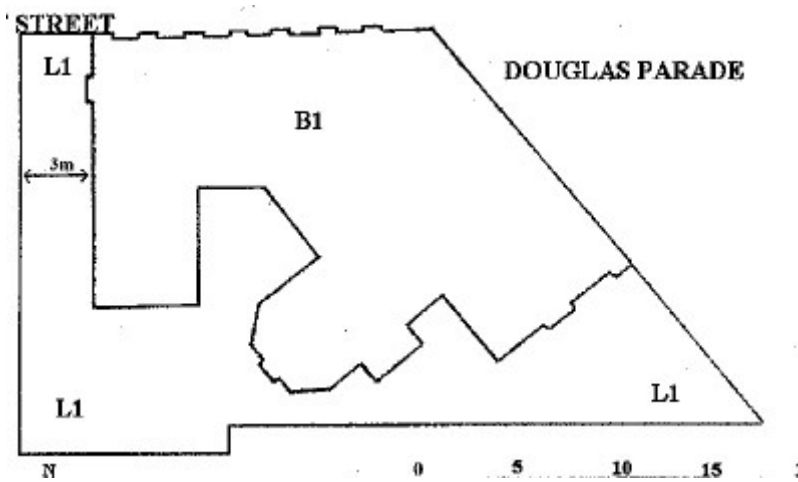
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HOTEL LHA 2015 4.JPG



H1793 PRINCE ALBERT  
HOTEL LHA 2015 5.JPG



prince albert plan



Prince Albert Hotel Williamstown Rough Plan

## Location

149 DOUGLAS PARADE WILLIAMSTOWN, HOBSONS BAY CITY

## Municipality

HOBSONS BAY CITY

## Level of significance

Registered

## Victorian Heritage Register (VHR) Number

H1793

## Heritage Overlay Numbers

HO87

## VHR Registration

May 27, 1999

## Heritage Listing

Victorian Heritage Register

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## Statement of Significance

Last updated on - September 27, 1999

What is significant?

Prince Albert Hotel, designed by Sydney Smith and Ogg for the Carlton & United Brewery Company was built in 1915-16 to replace an earlier timber structure. The hotel, in the Federation Free Style, is a two-storeyed red brick and stucco building with a slate roof. At the corner, two oriel windows with conical roofs flank an unusual circular-shaped covered balcony. The facades are decorated with tall-arched motifs, stylised cement plant motifs in the pilaster capitals, label moulds to the window arches and heavy banding of the chimney cornices.

How is it significant?

Prince Albert Hotel has architectural and historical significance to the state of Victoria.

Why is it significant?

Prince Albert Hotel is architecturally significant as a highly original and distinctive example of a late Federation Free Style hotel. The picturesque, sweeping corner with its pair of oriel windows topped by conical roofs flanking a covered balcony is unusual and gives the building a medieval flavour. This treatment is a variant on the Sydney Smith & Ogg corner tower motif found in many of their hotels including the Bendigo Hotel, Collingwood and the Kilkenny Inn, Melbourne. The exterior is a largely intact example of a Federation hotel.

The Prince Albert Hotel has architectural and historical significance for its associations with the architects Sydney Smith and Ogg who were one of the most significant architectural practices in Melbourne, particularly with the many hotels they designed for the Carlton & United Brewery Company. The hotel also has associations with notable architect and educator Robert Haddon, who worked as design consultant to Sydney Smith and Ogg. It is similar to a country hotel illustrated in Haddon's Australian Architecture called 'A hotel upon a corner site' which has a corner bar entry surmounted by an oriel tower.

The Prince Albert Hotel, built by a major brewery to replace an earlier structure, has historical significance as a reminder of the far reaching influence of the Licenses Reduction Board set up in 1906. Many hotels were closed or substantially altered or extended during this period so as to meet the requirements of the Licenses Reduction Board. Many publicans were financially unable to improve their facilities and this led to an increasing hotel ownership by major breweries.

## Permit Exemptions

### General Exemptions:

General exemptions apply to all places and objects included in the Victorian Heritage Register (VHR). General exemptions have been designed to allow everyday activities, maintenance and changes to your property, which don't harm its cultural heritage significance, to proceed without the need to obtain approvals under the Heritage Act 2017.

Places of worship: In some circumstances, you can alter a place of worship to accommodate religious practices without a permit, but you must **notify** the Executive Director of Heritage Victoria before you start the works or activities at least 20 business days before the works or activities are to commence.

Subdivision/consolidation: Permit exemptions exist for some subdivisions and consolidations. If the subdivision or consolidation is in accordance with a planning permit granted under Part 4 of the *Planning and Environment Act 1987* and the application for the planning permit was referred to the Executive Director of Heritage Victoria as a determining referral authority, a permit is not required.

Specific exemptions may also apply to your registered place or object. If applicable, these are listed below. Specific exemptions are tailored to the conservation and management needs of an individual registered place or object and set out works and activities that are exempt from the requirements of a permit. Specific exemptions prevail if they conflict with general exemptions.

Find out more about heritage permit exemptions [here](#).

### **Specific Exemptions:**

#### General Conditions:

1. All exempted alterations are to be planned and carried out in a manner which prevents damage to the fabric of the registered place or object.
2. Should it become apparent during further inspection or the carrying out of alterations that original or previously hidden or inaccessible details of the place or object are revealed which relate to the significance of the place or object, then the exemption covering such alteration shall cease and the Executive Director shall be notified as soon as possible.
3. If there is a conservation policy and plan approved by the Executive Director, all works shall be in accordance with it.
4. Nothing in this declaration prevents the Executive Director from amending or rescinding all or any of the permit exemptions.
5. Nothing in this declaration exempts owners or their agents from the responsibility to seek relevant planning or building permits from the responsible authority where applicable.

#### Exterior

- \* Minor repairs and maintenance which replace like with like.
- \* Removal of extraneous items such as air conditioners, pipe work, ducting, wiring, signage, antennae, aerials etc, and making good.
- \* Installation or repair of damp-proofing by either injection method or grouted pocket method.
- \* Painting of previously painted surfaces provided that preparation or painting does not remove evidence of the original paint or other decorative scheme.

#### Interior

- \* All interior alterations, excluding works to the pressed metal ceilings and alterations to the staircase, provided such work has no effect on the exterior of the building.

Construction dates	1915,
Architect/Designer	Sydney Smith & Ogg,
Heritage Act Categories	Registered place,
Hermes Number	5452
Property Number	

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## **History**

### Contextual History:

The 1890s depression meant that few hotels were built in the period 1892-1906. However a radical new style

emerged in the following decades: the Federation Free Style, exemplified in the work of Sydney Smith and Ogg for the Carlton & United breweries. This style used red brick, render detailing evocative of Elizabethan strap-work, corner towers rising from oriel windows topped with ogee or conical roofs, and broad eaves rather than parapets. Other features used include small paned fixed sashes, curved architraves about entrances and dados of glazed terracotta tiles. Large bar windows became more acceptable. Robert Haddon, the notable architect and educator, worked with Sydney Smith and Ogg in 1912 as a design consultant. (Raworth & Gray 1992, p.88)

#### History of Place:

The present Prince Albert Hotel, designed by Sydney Smith and Ogg for the Carlton Brewery Company was built in 1915-16 to replace an earlier timber structure. The licensee for the original Prince Albert Hotel was Agnes Fitzpatrick who continued in this role after the brewery company took over the hotel. She eventually bought the property and remained there until her death in the 1960s. (Butler 1993, p.58)

## Assessment Against Criteria

### Criterion A

The historical importance, association with or relationship to Victoria's history of the place or object.

The Prince Albert Hotel has historical associations with the architects Sydney Smith and Ogg and with notable architect and educator Robert Haddon, who worked as design consultant to Sydney Smith and Ogg in 1912. It is similar to a country hotel illustrated in Haddon's Australian Architecture called "A hotel upon a corner site" which has a corner bar entry surmounted by an oriel tower.

### Criterion B

The importance of a place or object in demonstrating rarity or uniqueness.

### Criterion C

The place or object's potential to educate, illustrate or provide further scientific investigation in relation to Victoria's cultural heritage.

### Criterion D

The importance of a place or object in exhibiting the principal characteristics or the representative nature of a place or object as part of a class or type of places or objects.

### Criterion E

The importance of the place or object in exhibiting good design or aesthetic characteristics and/or in exhibiting a richness, diversity or unusual integration of features.

Prince Albert Hotel is a highly original and distinctive example of a late Federation corner hotel. The corner treatment with its pair of roofed oriel windows flanking a covered balcony is unusual and gives the building a medieval flavour. The hotel is a highly externally intact example of a Federation hotel.

### Criterion F

The importance of the place or object in demonstrating or being associated with scientific or technical innovations or achievements.

### Criterion G

The importance of the place or object in demonstrating social or cultural associations.

### Criterion H

Any other matter which the Council considers relevant to the determination of cultural heritage significance

## Extent of Registration

### NOTICE OF REGISTRATION

As Executive Director for the purpose of the Heritage Act, I give notice under section 46 that the Victorian Heritage Register is amended by including the Heritage Register Number 1793 in the categories described as a Heritage Place:

Prince Albert Hotel, 149 Douglas Parade, Williamstown, City of Hobsons Bay.

### EXTENT:

1. All the building marked B1 on Diagram 608316 held by the Executive Director.
2. All the land marked L1 on Diagram 608316 held by the Executive Director being part of the land described in Certificate of Title Volume 5442 Folio 242 and part of the land described in Certificate of Title Volume 3094 Folio

631.

Dated 6 May 1999.

RAY TONKIN

Executive Director

[*Victoria Government Gazette* G 21 27 May 1999 p.1218]

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*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/>*