

Victorian Heritage Database Report  
**Carlton Hotel**

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**Location:**

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

**Heritage Status / Level of Significance:**

Individually Significant

**Heritage Overlay Numbers:** HO1638, HO987

**Listing Authority:** Greater Geelong City

**Precinct:**

Woolstores Industrial Heritage Area

**Statement of Significance:**

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.

## Description

### 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.

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
Construction Date Range	
Architect / Designer	
Municipality	GREATER GEELONG CITY
Other names	
Hermes number	19429
Property number	215161

*This place/object may also be State heritage listed. Check the Victorian Heritage Database. For further details, contact the local Council or go to Planning Schemes Online*