



### Carlton Hotel 19-25 Malop Street

#### History

As with many Geelong hotels, this building was preceded by another two storey but smaller 20 room brick hotel and stables called the Union Club.<sup>1</sup> Hart's *Views of Geelong & Suburbs* shows the hotel as two buildings.<sup>2</sup> The Union had opened on this site in 1849, with former blacksmith licensee, Thomas Powell.<sup>3</sup> In a totally different form to today's hotel, the Union was portrayed as a two-storey, hipped roof stone hotel with the typical splayed corner entry. Livery stables were entered from the side street.<sup>4</sup>

It was owned into the 1920s by Hodges brothers, brewers of Geelong West (see Elephant & Castle Hotel), but the Carlton

Brewing Co. was the owner by 1930 and David Baker, the long-lived licensee soon after.<sup>5</sup> Architect, N E Schefferle drew alterations for the rear of the building in 1936, heralding the name change. Now owned by Carlton &

United Breweries Ltd., it was converted into a 43 room brick hotel with a new name and resplendent dining rooms by the start of 1937.<sup>6</sup>

A Geelong identity connected to the new hotel in more recent times was Vern Johnstone (1968-75), who was also president of the Geelong Football Club (1970-3).<sup>7</sup>

#### Description

Reputedly containing parts of the earlier 20 room hotel, most of the new hotel's floor structure consisted of modern hollow terra-cotta blocks and concrete but some rear wings retained timber floors.<sup>8</sup> 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 element, curved balconies and decorative brickwork. At three-storeys and on a

1 RB1920,354; RB1930, 388; D1935

2 GHRC collection

3 INV. 9.73, p.108

4 INV. 12.76, p.139, illust.

5 *ibid.*

6 RB 1937, 369 by the same architect?

7 INV. 12.81, p.163

8 Mahlstedt & Elson, *Insurance Planning Association Plans*; plans for alterations to hotel held at GHRC.

## City of Geelong Urban Conservation Study

### Significant Sites

corner site, the Moderne-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.

## External Integrity

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

## Streetscape

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

### Significance

Historically, still active on a hotel site of 140 years duration and, with a small group including the National Hotel (1937), it represents a rationalisation of the hotel industry under large corporate/brewery ownership, both in Geelong and Victoria generally.

Architecturally, a prominent and externally intact example in the Streamlined Moderne style, perhaps Geelong's best commercial example.



Carlton Hotel  
19-25 Malap Street

gold

As with many Georgian buildings, the interior of the house is a study in contrast. The main hall, with its high ceiling and large windows, is a bright and airy space. The rooms are small and intimate, with a focus on comfort and practicality. The kitchen is a central feature, with a large hearth and a built-in cupboard. The bedrooms are simple and functional, with a focus on providing a good night's sleep. The bathroom is a small but well-appointed space, with a bathtub and a toilet. The house is a testament to the skill and craftsmanship of the Georgian builders, and it remains a popular destination for those seeking a taste of Georgian life.

deciding the name of the new town. The long-lived licensee now called the town's new residents for their suggestions for the new name. Brewing Co. was the first to suggest the name of Geelong West (see page 10) and it was awarded the name.

Marinebank & Eison  
INV. 12.81 p.163  
RB-1937, 306 pp. 15  
fold  
INV. 12.76 p.136  
ENV. 9.73 p.108  
CHRC collection  
RB-1930, 304 RBH

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It was owned into the 1920s by Hodges brothers, brewers of Geelong West (see Elephant & Castle Hotel), but the Carlton

Brewing Co. was the owner by 1930 and David Baker, the long-lived licensee soon after.<sup>5</sup> Local prize-winning architect, Norman Schefferle (Schefferle & Davies), drew alterations for the rear of the building in 1936, heralding the name change.

Now owned by Carlton & United Breweries Ltd., further designs by Schefferle converted it into a 43 room brick hotel with a new name and resplendent dining rooms by the start of 1937.<sup>6</sup> The builder was the local firm, J C Taylor & Sons P/L, who also made the joinery.

<sup>1</sup> RB1920,354; RB1930, 388; D1935

<sup>2</sup> GHRC collection

<sup>3</sup> INV. 9.73, p.108

<sup>4</sup> INV. 12.76, p.139, illust.

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The opening of this new hotel was perhaps the most publicized similar event in Geelong's history. The *Advertiser* ran page after page of profiles on the hotel's creators, licensees, and the many local tradespeople who had assembled it.<sup>1</sup>

'A PICTURE of a Dream Come True!

#### ENTERPRISE REFLECTS CITY'S PROGRESS'

At a cost of £40,000, the Carlton gave Geelong '...the most modern licensed hotel outside Melbourne.' The Carlton & United Brewery were both convinced of Geelong's steady growth and its dearth of quality hotels, most having been built last century. '...the modern architectural treatment of the hotel contrasts with many buildings in the vicinity, and makes it a striking landmark.'<sup>2</sup>

The new licensees, Mr. & Mrs. D G Baker, were highly experienced in hotel management, having come from the Victoria Hotel, Melbourne.<sup>3</sup> They offered bed and breakfast from 8/6d., full board at 15/- and lunch could be taken for 2/6d. Baker had come to Australia as a soldier settler in the fruit growing areas, but had become the manager of the Mt. Buffalo Chalet, the Oriental Hotel and the Hotel Australia.<sup>4</sup>

'One of the striking features of the new Carlton is the excellence of its interior appointments. The decoration, lighting and application of furnishing ideas combine to give everywhere a warm atmosphere of welcome and hospitality.'<sup>5</sup> So read the *Advertiser* headline.

It had three-storeys and a large cellar, it was faced with the latest blend of tapestry brick, had dark brown tiles at ground level and was built on a steel frame with lightweight concrete floors. Charles Ruwolt P/L supplied the structural steel. Its height required a lift from Waygood & Otis (Aust.) and this delightfully panelled lift still operates. Queensland maple flush panelling survives here and elsewhere in the hotel, fortunately in an unpainted state. Romcke P/L supplied the maple.

The ground level had a large entrance hall, with an office and enquiry counter, leading to a public and ladies' lounge and the upstairs hotel dining and banquet rooms which could each seat 100. Upstairs there were forty guest bedrooms and two suites. There were also writing and reading rooms, plus the balconies which overlooked Malop Street. Blue and brown patterned Axminster carpet extended through most public areas, as supplied by Ackmans Ltd., who also installed selected furnishings. Chrome and etched glass light fittings by Brooks Robinson and indirect lighting were fitted, with the general installation being commended for its sometimes striking effect. Soft wall treatments such as stippled stucco or velour curtains enhanced the lighting's effect.

#### N.E.Schefferle

The architect, Schefferle, had been articled to the old Geelong firm of Laird & Buchanan and had enlisted there to serve in the First War at the age of 18.<sup>6</sup> Before returning to Australia, he studied architecture at Liverpool University, revisiting Britain and Europe in 1922. Back in Geelong, he taught architecture at the Gordon Institute for two years prior to starting his own practice in 1926.<sup>7</sup> After failing to win the Shrine of Remembrance competition, he won the Caulfield War Memorial competition from 18 contenders. This was built in 1930, at a cost of £5000.<sup>8</sup> He also provided the premiated design for the Catani Memorial Clock Tower, St. Kilda foreshore, gaining some notoriety for his efforts.<sup>9</sup>

#### J. C.Taylor & Sons

J.C.Taylor's death meant his firm's rebirth as a proprietary company in 1915 (after 55 years operation) under J W & H Taylor. Apart from being prolific contractors around Geelong, they won tenders across the State. The prize-winning Royal College of Surgeons, Spring Street, Melbourne; the Collins Street Bank of Australasia; the meat and dairy products wing at the Queen Victoria Market, part of the Ford motor works, North Geelong, and the foundation for the Maribyrnong Munitions Factory were all built by the firm in the 1920s-30s. Their own yard and office buildings were also rebuilt in c1924, after a fire.

At the Carlton, the firm used some 6000 bags of cement, 450,000 bricks, 1050 tons of steel, 200 doors, 180 windows and 5000 super feet of glass.<sup>10</sup>

A Geelong identity connected with the new hotel in more recent times was Vern Johnstone (1968-75), who was also president of the Geelong Football Club (1970-3).<sup>11</sup>

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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 Moderne-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.

1 GA 4/2/37

2 ibid.

3 ibid.

4 ibid.

5 ibid.

6 G.A. 26/7/30, p.9

7 ibid.

8 ibid.

9 ibid.

10 ibid.

11 INV. 12.81, p.163

12 Mahlstedt & Elson, *Insurance Planning Association Plans*: plans for alterations to hotel held at GHRC.



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

#### External Integrity

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#### Streetscape

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#### 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 State-wide 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 have 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 Moderne 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.