

PLACE NAME: FORMER C.M.L. Insurance Building

LOCAL GOVERNMENT AREA: City of Geelong

ARCHITECTURAL HISTORY (References)

STYLE OR PERIOD: 20th Century Renaissance Revival

ARCHITECT(S)/DESIGN ORIGIN: Illiffe, G. Anderson architect
 Reference: Geelong Historical Records Centre, original plans of building.

BUILDER: J. C. Taylor and Sons
 Reference: Geelong Historical Records Centre

PRINCIPAL ARTISANS/ARTISTS/TRADES
 Reference:

TENDER NOTICE: Not researched
 Reference:

DATE(S) OF CONSTRUCTION: 1925-1927
 Reference: Geelong Historical Records Centre - plan Collection

ESTIMATE/CONTRACT VALUE

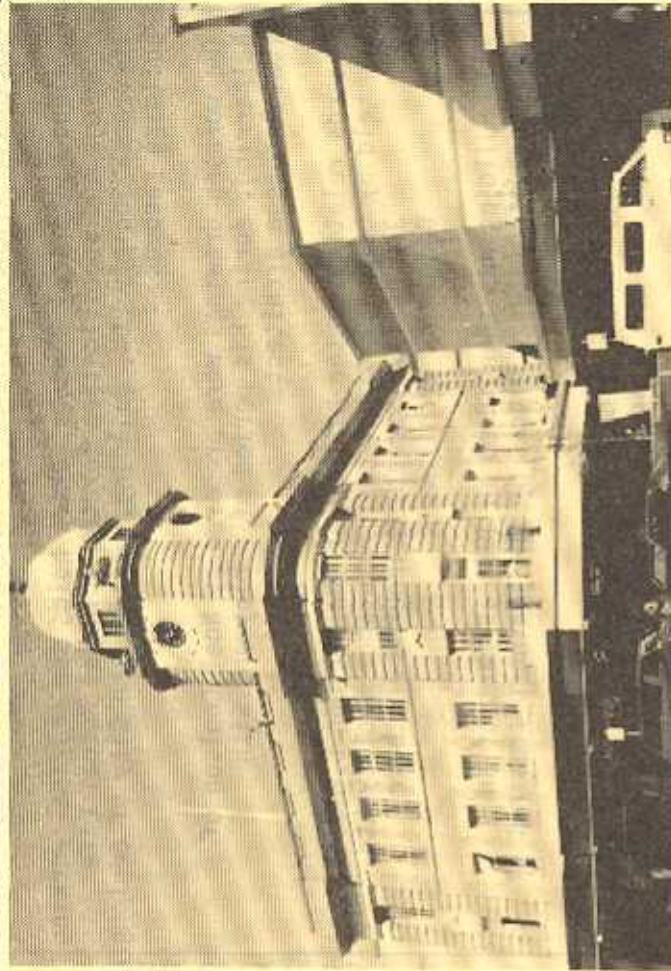
SUBSEQUENT WORKS/ALTERATIONS/ADDITIONS

The exterior fabric is essentially intact, internal rooms have not been inspected. The ground floor shop fronts have been altered and a new cantilever verandah erected.

ORIGINAL OWNER(S)/OCCUPANT(S): C.M.L. Insurance Co. as leaseholders from the City of Geelong.

SUBSEQUENT SIGNIFICANT OWNERS/OCCUPANTS
 Not researched, the building is no longer owned by the C.M.L. Insurance Co.

OTHER NOTES The Austin Clock is located in the tower of the building. See separate documentation sheet for the history of this clock.



NEGATIVE FILE:

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Australian Heritage Commission
 Register of National Estate

☐

Historic Buildings Preservation Council
 Register No.
 File No.

☐

National Trust of Aust. (Vic)
 Classified/Recorded
 File No.

☐

Geelong Regional Commission
 Register No. 115

IDENTIFICATION DATA

PLACE NAME: Former C.M.L. Insurance Building
 ADDRESS: 74 Malop Street
 Geelong

LOCAL GOVERNMENT AREA: City of Geelong
 TITLE INFORMATION

MAP REFERENCE

PRESENT USE: Shops and Offices
 PRESENT OWNER/LESSEE
 ADDRESS: Geelong City Council TELEPHONE

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LOCAL GOVERNMENT AREA City of Geelong

DOCUMENTATION REFERENCES AND BIOGRAPHIC NOTES

Geelong Historical Records Centre holds the original working drawings and specification for the Colonial Mutual Life Insurance Society Ltd, Building, part of the City of Geelong building records.

The working drawings were prepared by Noel Coulson of Balnarring, during his period of employment with I.G. Anderson architect.

Records relating to the history of the Geelong C.M.L. Office are held by Colonial Mutual Life Assurance Society Ltd, 330 Collins Street, Melbourne in their Brunswick archives.

This building was identified in 1981 as part of an inventory of historic places in the northern precinct of the City of Geelong.

See Allan Willingham, 'The Geelong Woolstores and Northern precinct Central Business District Historic Places Evaluation', study for Geelong Regional Commission, 1981.

For details of the history of the Austin Clock see separate documentation sheet No 165 (b)

CITATION The C.M.L. office building was erected in 1925-27 to designs by Geelong Architect I.G. Anderson on leasehold land which originally formed part of the Market Square and serves as the regional headquarters of this large established Life Assurance Society. The exterior fabric of Barrabool sandstone ashlar is in an early 20th Century Renaissance Revival mode with a corner tower surmounted by an octagonal drum and dome as the most distinctive element in the design. The Austin Clock, which stood in a cast iron tower in the Market Square located in the tower upon completion in 1928. The style of the building reflects the most conservative reaction to emerging modern architectural philosophy in Victoria.

SIGNIFICANCE OF PLACE

- ☒ Its creative and/or technical accomplishment.
- ☐ Its demonstration of a way of life, custom, process or function no longer practised.
- ☐ In danger of being lost or of exceptional interest.
- ☐ Its strong association with an important figure or figures, development, or cultural phase.
- ☒ Its townscape and/or landscape value.
- ☐ Its scarcity value.

SIGNIFICANCE

☐ LOCAL ☒ REGIONAL ☐ STATE ☐ NATIONAL ☐ WORLD

CONDITION

☐ EXCELLENT ☒ GOOD ☐ FAIR ☐ DETERIORATED ☐ RUINS

INTEGRITY

☒ HIGH ☐ LOW ☐ ALTERED ☐ DAMAGED

RECOMMENDATIONS: PROTECTIVE MEASURES

Geelong Regional Commission Register

DOCUMENTATION — Allan Willingham, Architect, 151 McKean St., North Fitzroy. 3068. Tel: 03 489 8492.

SIGNATURE

DATE