

This sheet should be read in conjunction with Graeme Butler & Associates, *Geelong City Urban Conservation Study*, Vol. 1-5, 1991.



80 Little Malop Street

History

This building on the corner of Little Malop Street and James Street, makes its first appearance in the 1918 rate books as the headquarters of the *Geelong Times*, a daily newspaper and rival to the *Geelong Advertiser*. 1925 marked the demise of the *Geelong Standard*, successor to the *Geelong Times* and published from this Little Malop Street address. The 1926 rate books record a change in ownership with the building now becoming the Geelong headquarters for a South Australian fertiliser company named Cresco. The *Geelong Advertiser*, 6 June 1923, reported the opening of the Cresco Company's new superphosphate plant at Corio Quay. The name Cresco is a Latin phrase meaning 'I grow'. The 1920s was a time of expanding superphosphate use in Victoria. Supplies of artificial fertiliser were dispatched from Geelong to the Western District and the Wimmera. According to the *Investigator*, Volume 28 1993, Cresco, having been taken over by a United States firm in the 1950s, ceased operations in Geelong and relocated to a new plant at Portland. The 1958 Sands and McDougall's Directory lists 80 Little Malop Street as the Carbe restaurant. In recent years this building has had a number of different owners and occupiers.

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Description

80 Little Malop Street is an attached double storey brick parapet building with a high degree of integrity despite alterations to the ground floor shop fronts. The brick, render and stucco facade features unusual details including narrow brick pilasters. The parapet is raised on both the central bay on the east facade, and the side bay on the north facade, and is capped by an entablature supported by small decorative brackets. Double hung windows with vertical mullions are recessed in the first floor of the facade. The corner castellated tower element is the main feature of the structure and consists of a rendered hexagonal form with small vertical punctures and is capped with a pressed metal top and spire. The first floor level and ground level are divided by a horizontal rendered band with a string course and indented details. The windows on the ground floor are not appropriate to the style of the building.

Significance

80 Little Malop Street has architectural and historic significance at a local level. It is an unusual example of commercial Federation architecture in the Geelong area. The building retains its characteristic siting and form, and has a high degree of integrity on the first floor but has been substantially altered at ground floor level. Unusual details include the parapet, pilasters, and corner tower element. The building is found on a prominent corner site and forms part of the commercial streetscape. 80 Little Malop Street had historical associations with the Cresco Company for a period of at least twenty-five years.