
VICTORIA HOTEL



Victoria Hotel 380-382
Victoria St Brunswick



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Location

380-382 VICTORIA STREET,, BRUNSWICK VIC 3056 - Property No 9708

Municipality

MERRI-BEK CITY

Level of significance

Recommended for Heritage Overlay

Heritage Overlay Numbers

HO504

Heritage Listing

Merri-bek City

Statement of Significance

Last updated on - September 22, 2004

What is significant?

The Victoria Hotel at 380 Victoria Street, Brunswick, including the brick walls enclosing the rear yard, is significant.

How is it significant?

The Victoria Hotel at 380 Victoria Street, Brunswick, is of local historical, representative and aesthetic significance to the City of Moreland.

Why is it significant?

The Victoria Hotel at 380 Victoria Street, Brunswick, is historically significant as a place operating as licensed premises since 1873. Situated near the potteries and brickworks area of Brunswick, the Victoria Hotel, under the ownership of original licence of W.S. Allister, would have provided a welcome place for the many local employees of these industries. The current building is historically significant as a transformation of the original hotel on the same site to a more generous facility in 1925 by Joy & McIntyre, consulting engineers and architects. (Criterion A)

The Victoria Hotel is significant as a representative example of the hotels established in Moreland in the Interwar period. It is one of several hotels in Brunswick including the Union, Carrington and Caledonian that were established off Sydney Road and close to the areas of major employment including the potteries, ropeworks and brickworks. It is a fine example of Interwar Classicism which seems to have been a hallmark architectural style for hotels of the period, and is the only one of the three (Carrington, Caledonian and Victoria) to maintain its use. (Criterion D)

The Victoria Hotel is aesthetically significant for its contribution to the Victoria Street environment. Together with the shop at 384 Victoria Street, the hotel provides a strong presence in the streetscape. An important attribute of the Victoria Hotel is its three-dimensional form with frontages to Leslie and Prentice Streets. Other attributes include the brick walls on Prentice Street that enclose the rear yard (and may be remnants of the earlier building), the corner entrance and the architectural detailing to the facade. The Victoria Hotel is aesthetically significant for the elements of the facade including the recessed first floor balcony, the parapet and cornice detail, upper floor windows and the large arch-headed windows on the ground floor. The lettering indicating the date of construction and the name contribute to aesthetic value. (Criterion E)

Heritage Study/Consultant	Moreland - Moreland Heritage Gaps Study 2017, Context Pty Ltd, 2017; Moreland - Moreland City Council: Local Heritage Places Review, Context Pty Ltd, 2004; Moreland - Keeping Brunswick's heritage: A Report on the Review of the Brunswick Conservation Study, Context Pty Ltd, 1990;
Construction dates	1873, 1925,
Hermes Number	56648
Property Number	

Physical Conditions

Good

Integrity

Minor Modifications

Physical Description 1

The Victoria Hotel at 380 Victoria Street, Brunswick, is a substantial Interwar Classical building that occupies a large site between Prentice and Leslie Streets, which may house the carcasse of an earlier hotel. Built to all three street boundaries, the Victoria Hotel is a solid three-dimensional structure in Victoria Street as a result of its location between two side streets. The site on the Prentice Street side is bounded by tall painted brick walls that enclose the rear yard and contain ancillary structures at the rear of the site. These walls could pre-date the current hotel and may relate to the earlier building on the site.

The Victoria Hotel is complemented in the streetscape by a two-storey late Victorian style shop at 384 Victoria Street, both buildings providing a strong urban form in an otherwise (much altered) Victoria Street. The Prentice Street elevation (closest to the railway line) is designed as a subsidiary frontage with all the detail of the front carried around to this side. Leslie Street presents a less formal elevation with simple painted brickwork rather than the smooth render of the remainder of the building. A corner entry is recessed at the Prentice Street /Victoria Street intersection. There is a first-floor deck at the rear of the hotel which is a later alteration. A photograph on the Victoria Hotel Facebook page shows the building prior to the removal of tiles and before the window and door alterations to the ground floor Victoria Street elevation.

The Victoria Hotel is designed in a simple Interwar Classical style and has a formality to the composition of the front elevation. The ground floor has a pattern of large arch-headed windows, although alterations to the ground floor have changed two openings and inserted recessed floor to ceiling glazing. This has involved some structural change to the front wall. The first floor has a cornice with corbelled brackets and a parapet that notes the date of the building in applied lettering. The name is similarly applied to the frontage. A central recessed balcony forms a feature of the upper floor, set between four Victorian-style sash windows.

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/>