

CMP

CONSERVATION MANAGEMENT PLAN:

GEELONG TOWN HALL
30 GHERINGHAP STREET, GEELONG



PREPARED FOR:
City of Greater Geelong

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Cover image: City Hall and Art Gallery, Johnstone Park, c.1920
(Geelong Heritage Centre Collection)

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1 INTRODUCTION

The Geelong Town Hall was constructed in two main stages in 1855 and 1917, to a design by prominent Melbourne architect, Joseph Reed. A later wing was added to the rear of the hall in the 1960s. Originally conceived at the height of the Victorian gold rush, financial constraints resulted in a 60-year hiatus between commencement and completion of the building, largely to Reed's original vision. The building is Victoria's earliest surviving municipal building, having accommodated council chambers and municipal offices from 1855 to the present day.

The Geelong Town Hall is located on the corner of Gheringhap and Little Malop streets (Figure 1). The site comprises a largely rectangular bluestone building with Barrabool sandstone façade, with a late-1960s west wing addition to the rear (Figure 2). A paved plaza is located to the north of the building, creating a formal public space between the Town Hall and Johnstone Park.

The Town Hall forms part of Geelong's Civic Precinct, which also includes the Geelong Art Gallery (1915) located to the immediate west of the 1960s addition, the Geelong Peace Memorial (1926), the Geelong Arts Centre (1981), the former Geelong Post Office (1886), and the former Court House (now Courthouse Arts) (1889), and the Geelong Library and Heritage Centre (2015).

The property at 30 Gheringhap Street comprises two allotments; Crown Allotment 3 of Section 55B (Crown lease) and Lot 1 of Title Plan (TP) 957616.

The Geelong Town Hall is included in the Victorian Heritage Register (VHR) as a place of historical and architectural significance to the State of Victoria (VHR H0184). The registration has recently been updated to include the entirety of the Town Hall in the VHR (Figure 3). Prior to this, only the earliest portion (being the southern wing) of the Town Hall was included in the VHR.

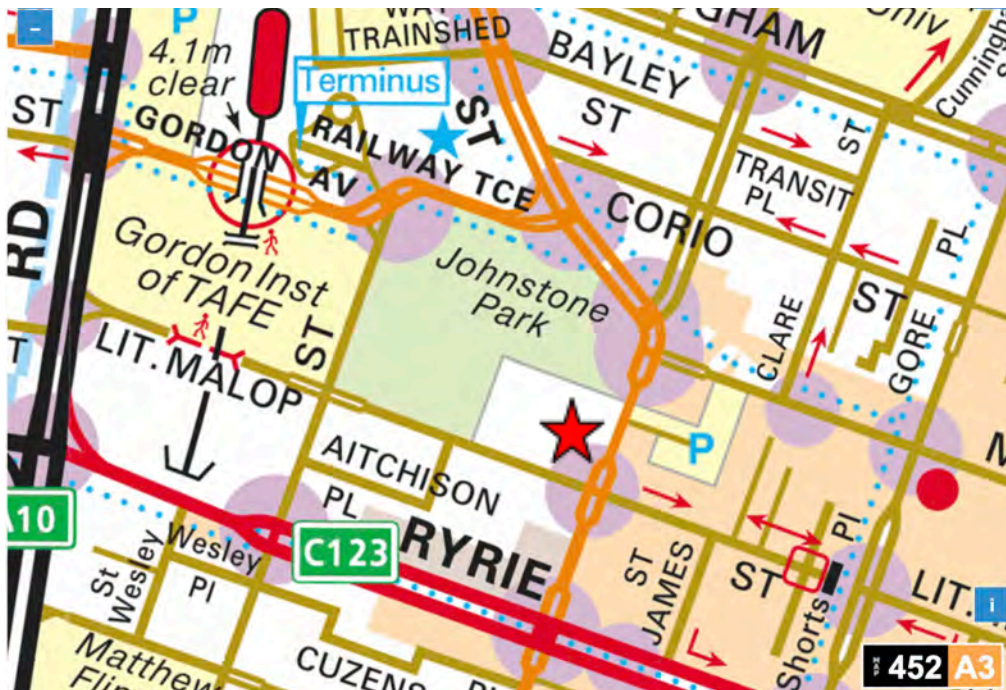


Figure 1.
Location of the subject site,
heritage place indicated
(red star)
(www.melway.com.au)

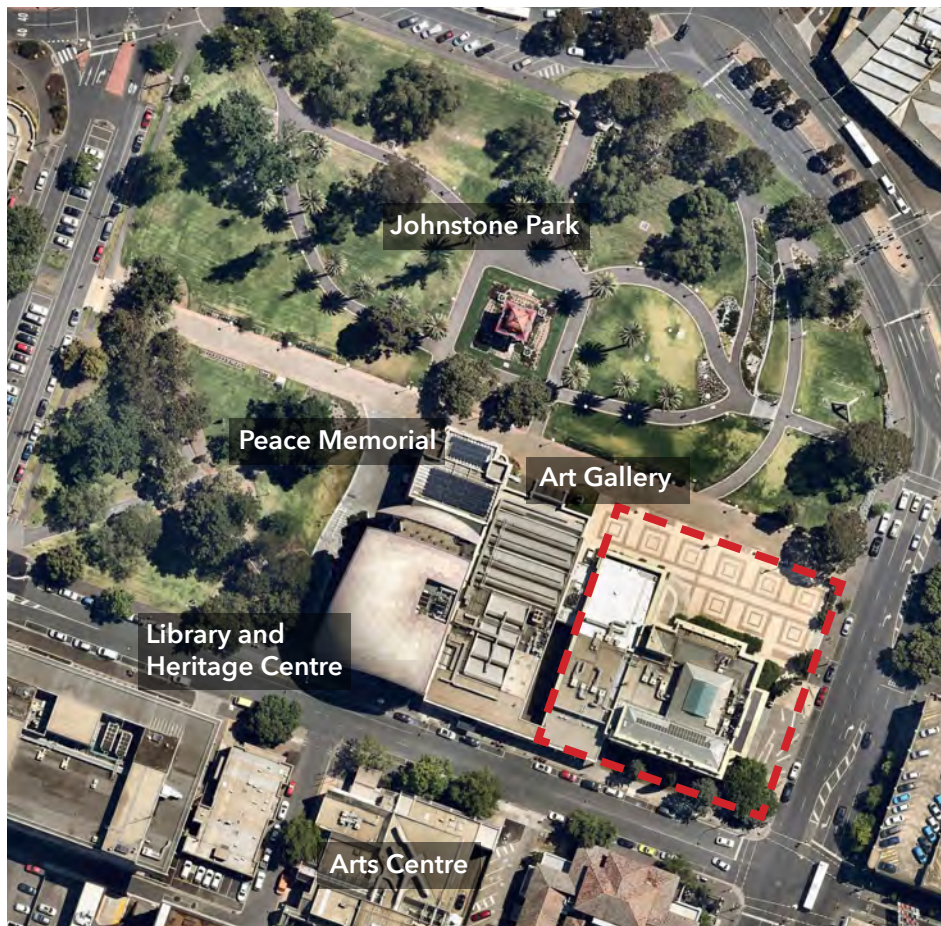


Figure 2.
Town Hall site context,
December 2019
(© Nearmap)

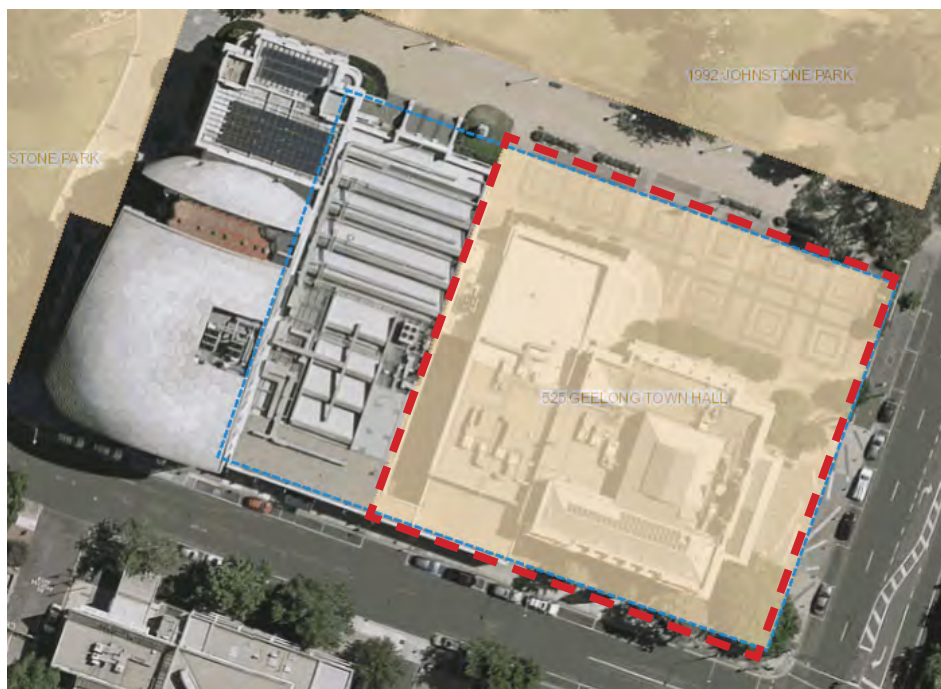


Figure 3.
Geelong Town Hall
showing approximate site
boundary (red), and Extent
of Registration in the VHR
(yellow) (Vicplan)

1.1 Background

This Conservation Management Plan (CMP) for the Geelong Town Hall, 30 Gheringhap Street, Geelong has been prepared for the City of Greater Geelong (COGG) to assist with the conservation and future management of the heritage place.

1.2 Objectives

A CMP identifies the heritage values – or heritage significance – of a place, the conservation policies to be applied to manage that significance into the future (including in the face of possible change), and a strategy through which the policies will be put into action. It aims to provide the owner and place users with an understanding of how to appropriately conserve and manage the significance of the place and to support the building's ongoing use.

The objectives of this CMP are:

- To enable the place owner to understand the significance of the Geelong Town Hall as a whole, as well as the relative significance of individual components of the place.
- To develop policies which guide the future management of the place in such a way as to conserve its significance.
- To enable a greater understanding of the physical condition of the building fabric, both externally and internally.

1.3 The Study Team

This CMP was prepared by Felicity Coleman, Ros Coleman and Jessica Hogg of GJM Heritage with input from Renae Jarman (Director, GJM Heritage). All photographs were taken by GJM Heritage in March 2019 unless otherwise stated.

1.4 Acknowledgements

The contribution and collaboration of the City of Greater Geelong has been invaluable in the preparation of this CMP. In particular, we would like to extend our gratitude to Leeanne Higgins, for her co-ordination and assistance throughout the project. Thanks also go to Dr David Rowe, for sharing his extensive knowledge of Geelong's history and heritage, and to Mark Beasley at the Geelong Heritage Centre for providing documentary sources that have informed the development of the Geelong Town Hall CMP. Thanks also go to Jennifer Bantow OAM (Greater Geelong Heritage Advisory Committee Representative), Phil Pavey and Dr Geoff Russell (City of Greater Geelong) for giving their time to share their knowledge and insights. Finally, we extend our gratitude to all staff at the Geelong Town Hall, who facilitated access to the building and surrounds.

1.5 Copyright

The copyright of this CMP is held jointly by GJM Heritage and the City of Greater Geelong.

1.6 Report Methodology

This CMP has been prepared in accordance with the Heritage Council of Victoria guidelines *Conservation Management Plans: Managing Heritage Places* (June 2010) and the Australian ICOMOS Charter for the Conservation of Places for Cultural Significance (Burra Charter) and its guidelines – refer <https://australia.icomos.org>.

The CMP adopts the following methodology:

Establish an understanding of the place (see Section 2 of this CMP)

Initial documentary research was undertaken to understand the history of the Geelong Town Hall. This was largely informed by primary source material including the Trove newspaper database and original architectural drawings held by the Geelong Heritage Centre and COGG. Site inspections were undertaken in March 2019 to gain an understanding of the physical nature of the place, including its present form, appearance and condition.

Statutory listings and relevant legislation for the place were reviewed.

Assess the significance of the place (see Section 3 of this CMP)

In 1974 the Geelong Town Hall was included in the Historic Building Register, and was transferred to the VHR following enactment of the *Heritage Act 1995*. The listing was updated in 2007 as part of a Statement of Significance review project by Heritage Victoria and the site was noted as meeting the threshold for historical and architectural significance to the State of Victoria. The heritage values were clearly defined in the Statement of Significance prepared at that time.

The registration was updated again in 2019 to accurately reflect the extent of heritage fabric that warranted inclusion in the VHR.

In preparing this CMP, site inspections were undertaken to understand the intactness and integrity of the place and its component parts. This included an internal room-by-room survey of the building which recorded existing fabric and form and noted any identifiable changes to original fabric and form.

Both the 2007 and 2019 Statements of Significance for the place, as well as on-site inspections have been used to establish the relative significance of the components of the place, and these levels have been mapped on existing conditions drawings.

Identify issues that will inform policy development (see Section 4 of this CMP)

Issues that have the potential to affect the future conservation and management of the Geelong Town Hall were identified by assessing the present condition and integrity of the place, defining conservation obligations, identifying future needs and requirements and identifying opportunities and constraints associated with the place.

Develop conservation policies (see Section 5 of this CMP)

Together with the established significance of the Geelong Town Hall and its component parts, the identified issues were used to develop specific conservation policies to ensure the significance of the place is retained and managed into the future.

1.7 Project Limitations

A detailed condition survey and the preparation of a schedule of maintenance and conservation works were not part of the project scope for the preparation of this CMP.

The roof and five rooms located in the basement of the 1968-69 west wing were unable to be inspected, however photographs of the basement rooms were provided by Council officers in June 2019. This enabled an adequate understanding of these spaces to inform the preparation of the CMP.

Community consultation and public surveys were not part of the project scope for the preparation of this CMP. Consultation with Council's Heritage Advisory Committee was undertaken to better understand the community values associated with the Geelong Town Hall.

1.8 Conservation Terminology

The conservation terminology used in this report is as defined within the Burra Charter.

The relevant terms are defined as follows:

Cultural Heritage Significance, as defined in the *Heritage Act 2017*, embraces aesthetic, archaeological, architectural, cultural, historical, scientific and social significance.

Place means site, area, building or other work, group of buildings or other works together with associated contents and surrounds.

Fabric means all the physical material of the place.

Conservation means all the processes of looking after a place so as to retain its cultural significance. It includes maintenance and may, according to circumstance, include preservation, restoration, reconstruction and adaption, and will commonly be a combination of more than one of these.

Maintenance means the continuous protective care of the fabric, contents and setting of the place, and is to be distinguished from repair. Repair involves restoration or reconstruction, and it should be treated accordingly.

Preservation means retaining the fabric of a place in its existing state and retarding deterioration.

Restoration means returning the existing fabric of a place to a known earlier state by removing accretions or by reassembling existing components without the introduction of new material.

Reconstruction means returning a place as nearly as possible to a known earlier state and is distinguished by the introduction of materials (new or old) into the fabric. This is not to be confused with either re-creation or conjectural reconstruction which is outside the scope of the Burra Charter.

Adaptation means modifying a place to suit proposed compatible uses.

Use means the functions of a place, including the activities and traditional and customary practices that may occur at the place or are dependent on the place.

Compatible Use means a use which respects the cultural significance of a place. Such a use involves no, or minimal, impact on cultural significance.

Setting means the immediate and extended environment of a place that is part of or contributes to its cultural significance and distinctive character.

2 UNDERSTANDING THE PLACE

2.1 Introduction

The Geelong Town Hall was constructed in two main stages in 1855 and 1917, to designs by prominent Melbourne architect, Joseph Reed. It was originally conceived at the height of the Victorian gold rush, but financial constraints resulted in a 60-year hiatus before the building was completed. Extensive additions and alterations were undertaken in 1968-69, which resulted in the demolition of the original central hall and its replacement with a new wing.

2.2 Development of Geelong and the Town Council

2.2.1 Establishing a town

The area known today as Geelong was first surveyed by Assistant Surveyor, W H Smythe, in 1838, just three weeks after Melbourne was surveyed. It was laid out with 36 blocks, with each block containing 20 lots. A further area was marked off as a township reserve, west of which the land was divided into suburban lots.¹ Geelong was officially gazetted a town by October that year, at which time the fledgling township already had 82 houses, a church, hotel, wool store, and a population of 545.²

The first land sale was held in February 1839. At this time, three blocks were put up for sale – two in South Geelong and one in North Geelong – and the majority of the lots were sold to speculators in Melbourne or Sydney. While it was assumed that development would be greatest in the south near the Barwon River, it was the bay end that proved attractive, largely due to its proximity to the supply of goods (Figure 4).

From humble beginnings, the town of Geelong developed. The wool trade was integral to its evolution and success; by 1841, the first wool had been sent to England and a regular steamer service was running between Geelong and Melbourne.³ Depression in 1841 halted land sales temporarily. When they resumed in the latter half of the 1840s, most of the purchasers were from Geelong.⁴ Corio Street was the first main business centre of the town, but as more land was sold, the centre of activity transitioned up the hill and business developed in the streets surrounding the Market Square – Little Malop, Malop, Yarra and Moorabool streets (Figure 5).⁵

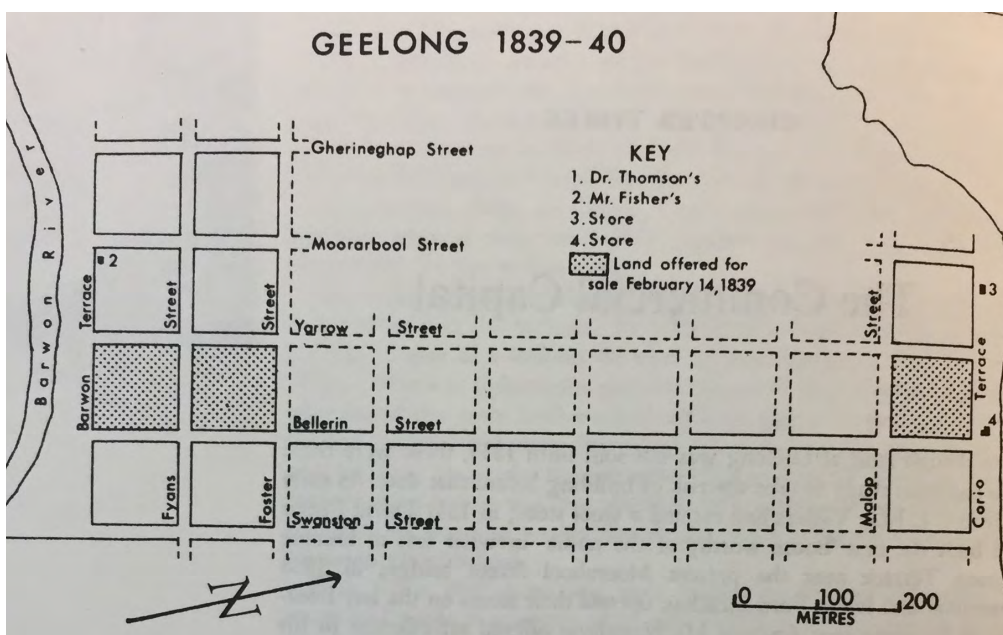


Figure 4.
Geelong in 1839-40
showing the first blocks
offered for sale in 1839
(*Geelong: the Pivot*)

2.2.3 Impact of the gold rush

At the same time that the Geelong Town Council commenced work, Victoria achieved separation from New South Wales and gold was discovered. These events were to have a major impact on the developing township.

Due to its location on the bay, Geelong became the sea port for the gold districts around Ballarat and was thus strategically placed to benefit from the boom's traffic and commerce. By the mid-1850s, Geelong had more than 23,000 people and was considered to be the fourth largest town in Australia behind Melbourne, Ballarat and Bendigo.¹²

The significant wealth accrued by Geelong during the gold rush was expressed in the construction of private mansions and grand commercial and civic buildings, such as the Town Hall and Mechanics Institute, and the establishment of notable institutions including Geelong Grammar School and the Geelong National Grammar School (later the Matthew Flinders Girls' Grammar). The first post office and customs house were also built during this time. The remarkable development of the town was publicised in the *Geelong Advertiser* as early as 1851:

*Taking a stand in the centre of the Market-square, look round and see the wondrous change within the last few months. What solid yet cheerful buildings have sprung up, what was but a few weeks ago, a barren looking spot, is now the site of a splendid row of shops, whose architectural pretensions may vie with any.*¹³

Further developments included the establishment of the Port of Geelong, which commenced in 1853 with the creation of the first shipping channel in Corio Bay, and the Geelong to Melbourne railway, which was laid by the Geelong and Melbourne Railway Company in 1857. This was Victoria's first country railway line.

2.2.4 Downturns and upturns

The immense growth witnessed by Geelong in the 1850s came to an end in the 1860s. The gold rush had seen Ballarat and Bendigo grow larger than Geelong in terms of population and Melbourne critics were soon to dub Geelong 'the Sleepy Hollow'.¹⁴

While the town stagnated in the 1860s, by the end of the decade a number of industries, including Victoria's first woollen mill, had established themselves in Geelong. Over the following decade, improvements to transport saw Geelong emerge as the centre of the Western District of Victoria and Geelong soon became known as "the Pivot," owing to it being a central rail and shipping hub.¹⁵

The turn of the century saw Geelong become an industrial powerhouse. The Geelong Harbor Trust was established, and the Geelong Waterworks and Sewerage Trust was formed, equipping the town with the latest urban services, including electricity, sewerage and street tramways. This led to greater expansion in the ensuing years. Geelong officially became a city on 8 December 1910 and by 1936 had displaced Ballarat as the second-largest city in Victoria.¹⁶ It has maintained this position since.

The forthcoming thematic history of Geelong (prepared by Dr David Rowe) provides a comprehensive history of Geelong and its local government.

2.3 Geelong Town Hall

2.3.1 Site for a town hall

Following the first Geelong Town Council meeting in 1850, the council became the tenant of the Corio Street premises of Frederick Champion. They held the lease for 12 months before moving to a building owned by Fyans at the corner of Yarra and Little Malop streets. They rented these premises from 1851 to 1854.¹⁷

Increasingly high rent prices meant the Council soon found themselves unable to continue the lease on Fyans' building. They subsequently applied to the Government for two acres of land addressing Gheringhap Street, on which to construct a purpose-built town hall.¹⁸ The site was located in close proximity to a large artificial dam, devised by Charles La Trobe, Superintendent of the Port Phillip District, in 1848 (Figure 6).¹⁹ The application was approved and tenders for designs were called in April 1854, with £100 to be awarded to the successful entrant.²⁰ Architect, Joseph Reed, was appointed on 9 August, with a plan that entailed an estimated cost of £34,533.²¹

2.3.2 Architect: Joseph Reed

Reed was a newcomer to the Melbourne architectural scene, having arrived in Victoria from England in July 1853. By the time of his appointment at Geelong, he had already won the competition to design the Public Library in Swanston Street, Melbourne. He went on to become one of the most prolific and influential architects in Melbourne in the nineteenth century - he was the first elected member of the first Victorian Institute of Architects and in 1858, he became the University of Melbourne's chief architect.²² His early commissions included the Wesley Church in Lonsdale Street (1857), the Royal Society of Victoria (1858) and the classical façade of the Collins Street Baptist Church (1861).

Towards the end of the 1850s Reed took as partner, Frederick Barnes, becoming Reed & Barnes. The company was Melbourne's first major private architectural firm and together the pair designed many of Melbourne's most notable public buildings including the Melbourne Town Hall (1868), Trades Hall in Carlton (1873), the Exhibition Building (1879-80) and the University of Melbourne's Wilson Hall (1878-82) and Ormond College (1879). Reed's firm continues to this day as Bates Smart.

2.3.3 Initial complications

The Geelong Town Hall project was plagued with issues in its first months. Following Reed's appointment, the Council soon learned that he did not intend to stay in Geelong to oversee the works during the period of its erection. Questions were raised as to whether a different architect should be appointed, though ultimately Reed was retained.²³ Disputes also arose regarding the most appropriate site on which to construct the new Town Hall, with some councillors suggesting that the Market Square would be more appropriate than the chosen site on Gheringhap Street.

Originally perceived as the centre of business, the Market Square had gained the

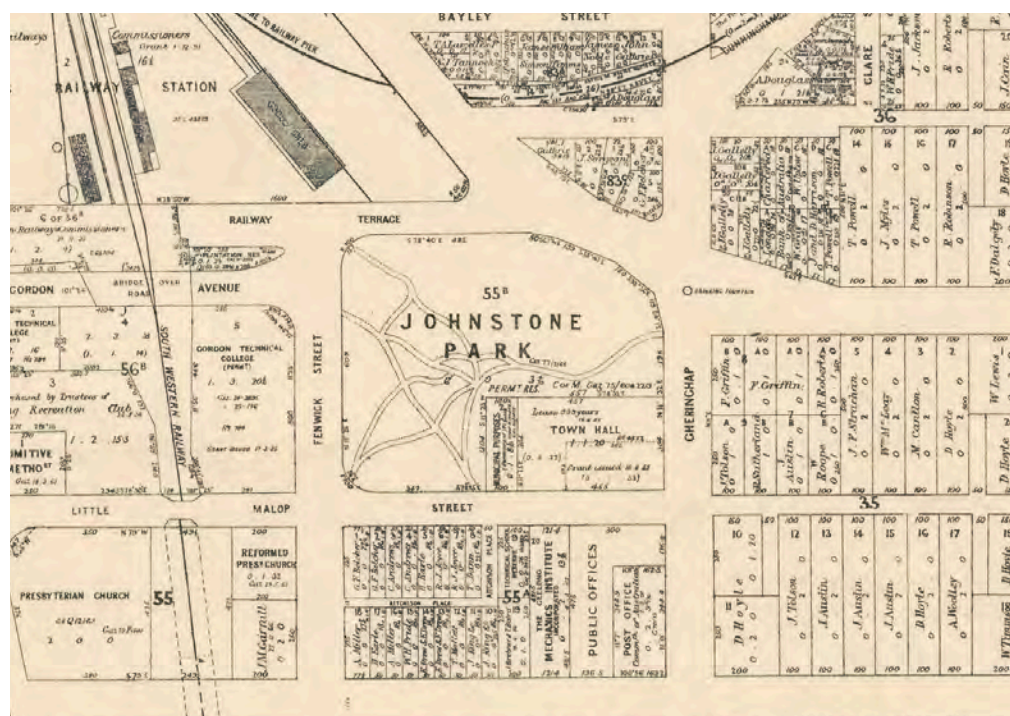


Figure 6.
Parish plan showing the original Crown grant and lease of the Town Hall site (State Library of Victoria)

reputation of being 'that ugly blank'.²⁴ Some councillors considered that the erection of new public buildings, including a post office, land and survey office and the Town Hall, in this space would help to rejuvenate the square.²⁵ The proposition was ultimately rejected, though it continued to be a source of contention throughout the project.

With matters seemingly resolved, the Crown grant for the Gheringhap Street site was issued on 16 June 1855. It provided for a rectangular track of land, described in the Crown grant as:

*'one rood thirty-three perches, be the same more or less situated in the County of Grant Parish of Corio Town of North Geelong commencing at the North West intersection of Gheringhap and Little Malop Streets and bounded on the South by Little Malop Street.'*²⁶

A 999 year crown lease, to provide for future extension of the hall, was also provided.

2.3.4 Building in stages (1855)

Reed's design for the Geelong Town Hall adopted the Renaissance Revival styleⁱ and comprised a bluestone building with Barrabool sandstone façade, set on a rusticated podium. The original architectural drawings and an 1855 lithograph demonstrate Reed's intention to build a large rectangular structure, with a principal facade to Gheringhap Street (Figures 7 & 8).

Despite the wealth accrued by the town during the gold rush, the Council found themselves financially constrained and options regarding the best course of action for the Town Hall project became the subject of council meetings.

One councillor 'urged upon the Council not to place it in the power of the succeeding generation to say that the Corporation of Geelong had the means of erecting a Town Hall, but had not the spirit to do so'²⁷ while others thought it prudent to abandon the scheme entirely. A report on the project finally settled the matter:

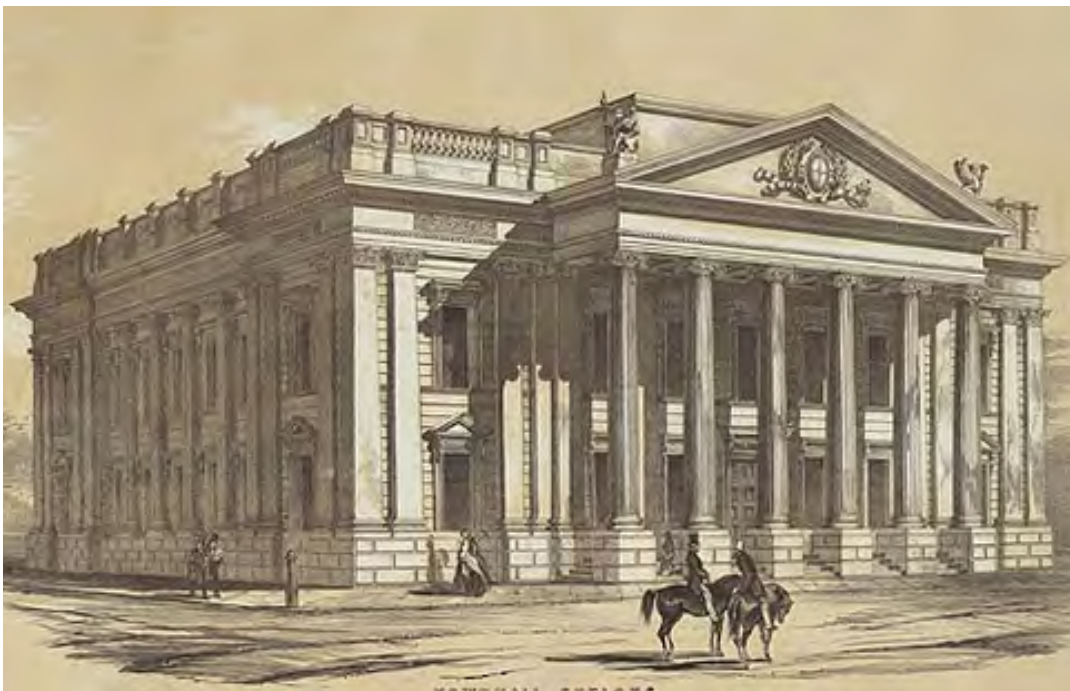


Figure 7.
Lithograph of
Geelong Town
Hall as originally
conceived by
Joseph Reed,
1855 (National
Gallery of
Australia)

i Phillip Goad identifies the Renaissance Revival style as being inspired by the urban palazzi (palaces) of the Italian Renaissance. The style was popular in Australia for civic and commercial buildings between the 1850s and 1880s.

*...it had been at first thought expedient altogether to abandon the idea of building a town hall at the present time on account of the expense, but that the architect having stated that a part of the building could be erected, the report recommended that 13 large rooms, a Council Chamber and some other apartments should at once be proceeded with...*²⁸

As per the report, the southern façade and central hall were the first, and only, sections to be completed at the time, the rest ultimately proving too costly to build in one operation (Figure 9).²⁹

Melbourne firm, Allen & Cakebread, was awarded the tender for construction in March 1855 and the foundation stone for the new Geelong Town Hall was laid by Mayor William Baylie on 9 April 1855.³⁰ At this time a form of time capsule, a bottle containing coins and an inscribed commemorative scroll, was inserted beneath the foundation stone.³¹ By August of that year, the *Geelong Advertiser and Intelligencer* reported that:

*The north [actually south] front is now nearly finished, as is also the great hall in the centre, which is of magnificent proportions and surmounted by a dome... The portion already contracted for, and now nearly finished, will cost £17,500. The interior walls are chiefly built of a hard whinstone, honeycombed but very durable; the exterior walls of Barrabool freestone.*³²

The completed section comprised a bluestone building with Barrabool sandstone façade, set on a rusticated podium and incorporating a central section with four fluted Ionic columns set in antis between side pavilions. An entablature and parapet topped the façade and incorporate friezes and balustraded sections above the side pavilions. The main entrance to the south wing was located at the west end; a separate entrance portico provided access to the central hall.³³ Photographs from c.1860, 1900 and 1911 show the completed first sections, including the lantern roof of the central hall (Figures 10, 11 & 12).

In 1861, it was reported that the unfinished Town Hall presented a 'ghastly appearance' from Railway Terrace.³⁴ It would be another 50 years before this was resolved.

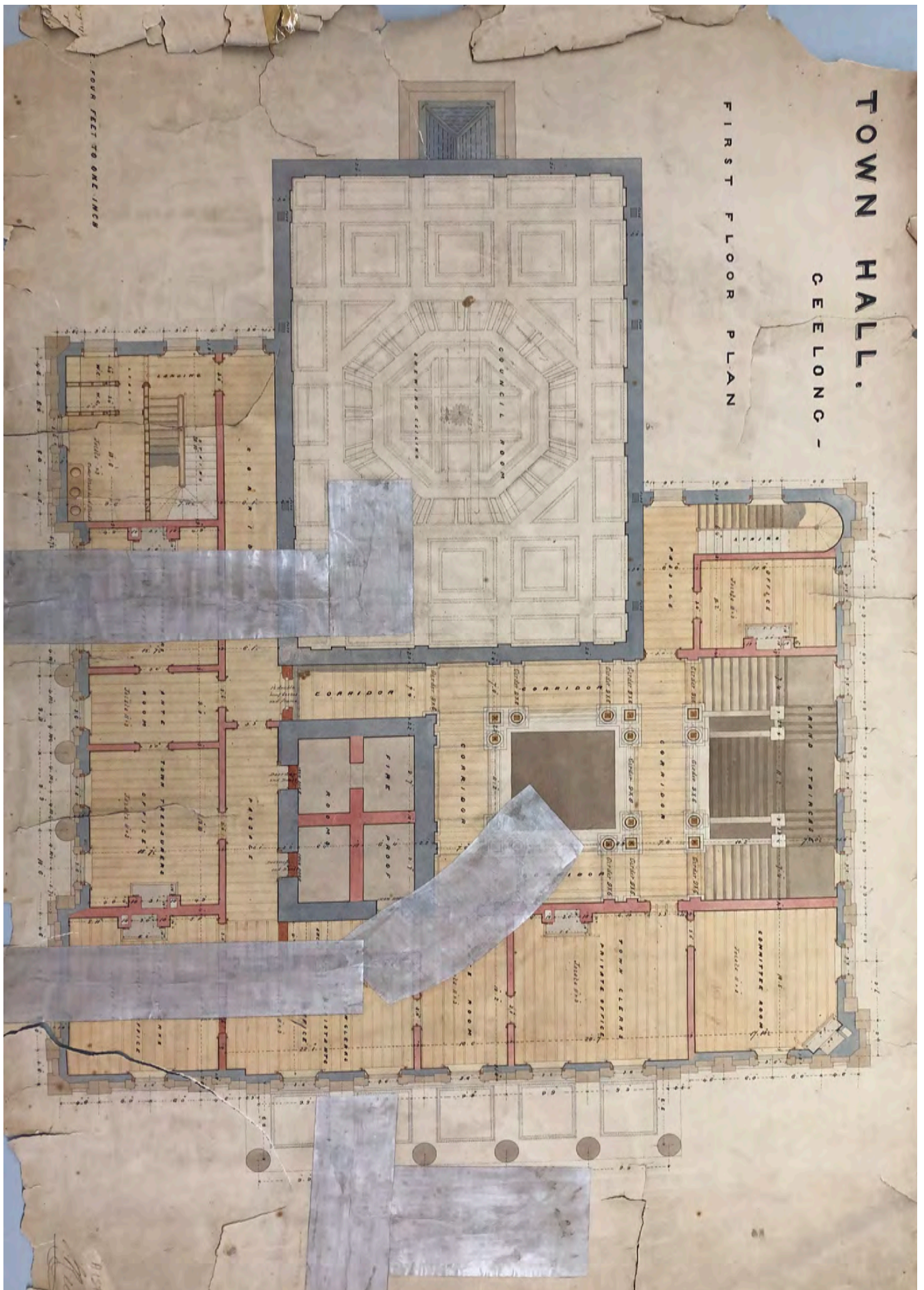


Figure 8.
Reed's original design intent, 1855. North is to the west of the image (GRS 2031/157c Geelong Council Plans, Geelong Heritage Centre).

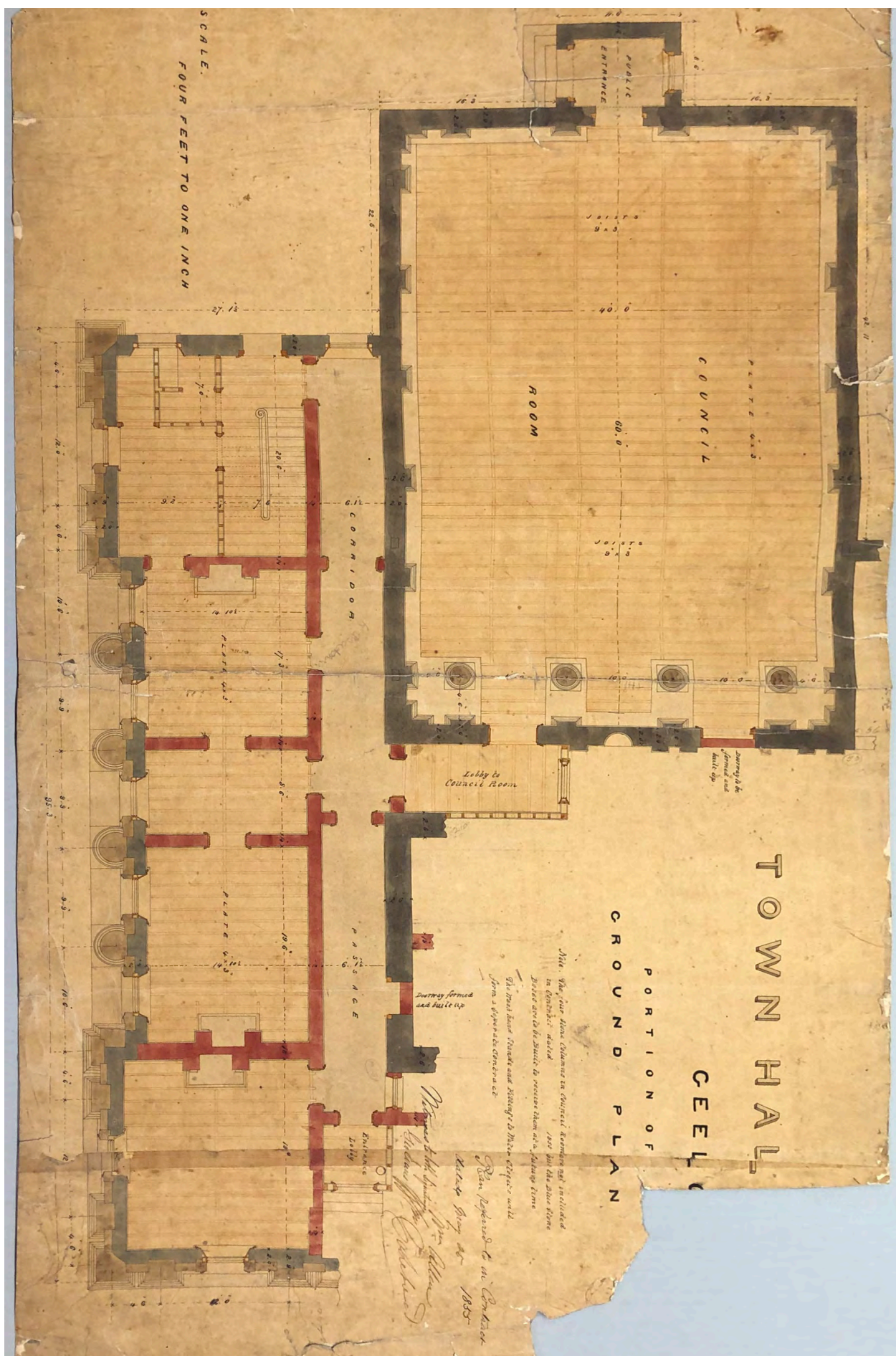


Figure 9.
Plan of original portion of Town Hall, 1855. North is to the west of the image (GRS 2031/157c Geelong Council Plans, Geelong Heritage Centre)



Figure 10.
Geelong Town Hall,
c.1860s
(GRS 2009/1376
Geelong Heritage
Centre Collection)



Figure 11.
Geelong Town Hall,
c.1900
(GRS 2009/1376
Geelong Heritage
Centre Collection)

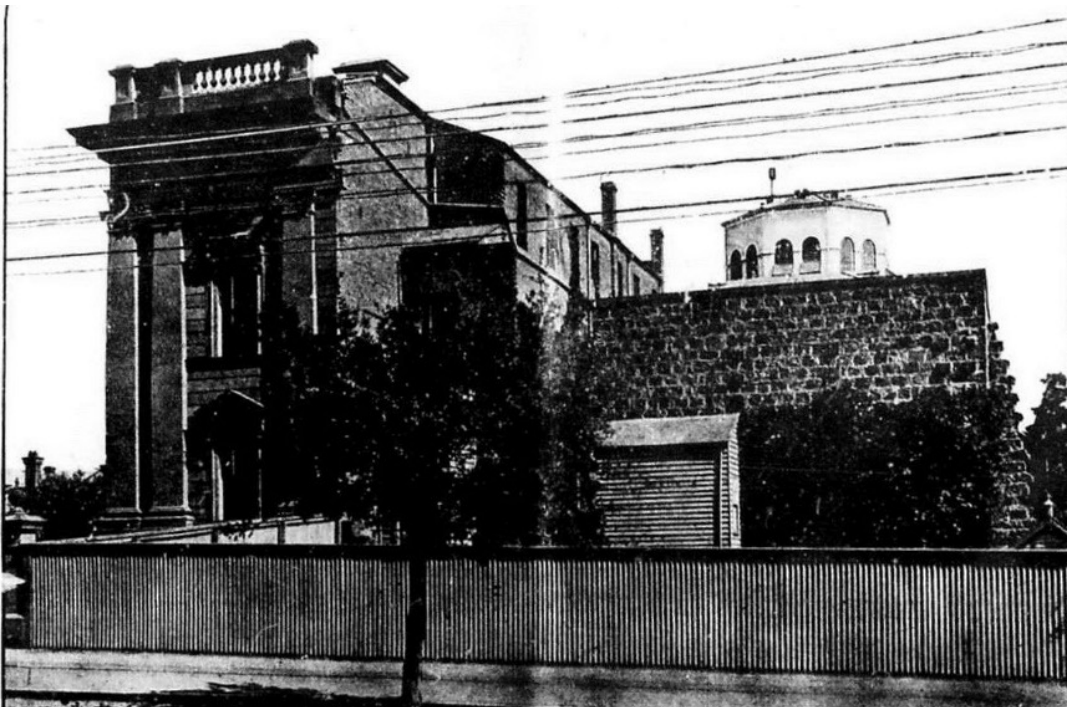


Figure 12. (above)
Geelong Town Hall from
Gheringhap Street showing the
south wing and bluestone central
hall with lantern roof (*News of the
Week*, 30 March 1911)



Figure 13. (left)
Mayoral dinner at the Geelong
Town Hall, 1905
(Geelong Heritage Centre)

Figure 14. (below)
Mayoral dinner at the Geelong
Town Hall, 1906
(Geelong Heritage Centre)



2.3.5 Realisation of the design (1915-17)

Geelong was proclaimed a city in December 1910. In the months leading up to the event, one letter in the *Geelong Advertiser* relating to the completion of the Town Hall suggested:

As it stands at present, visitors gain but a poor idea of the size and importance of this centre, if judged by the appearance of its principal municipal building, with its poverty-stricken and unfinished design. Geelong is advancing, we all admit; and it is only a matter of a little time when this question of completing and enlarging the Town Hall will have to be grappled with, to provide sufficient accommodation for the growing interests of the town...Why not seize the present opportunity to complete this work, which could include a fairly large hall.³⁵

Significant public demand to complete the Town Hall arose as a result of Geelong's elevation to the status of a city. In February 1911, the Chairman of Public Works, Councillor Andersen, called a special meeting of the committee to consider a request from the citizens' deputation for the completion of the Town Hall to commemorate the event.³⁶

Despite unrelenting public pressure, discussions appeared to stall until 1914, when a new proposal was put forward to move the Town Hall to the recently-vacated Geelong Grammar School. This was to involve the conversion of the school buildings to a city hall and municipal offices, to plans drawn up by architects Laird and Buchan. The proposal was met with vehement protest from ratepayers.³⁷

The Geelong Grammar School proposal was eventually discarded and a decision made to progress with plans to extend the existing Town Hall. Local architect, T D Slevin, was engaged and plans were drawn up that largely adopted Reed's original 1855 design (Figure 15). W Kelly was engaged as builder.

The plans involved the construction of a large section of building to the north of the existing wing, the completion of the east façade facing Gheringhap Street, and a somewhat amended northern façade. By October 1915, it was reported that the works were well-advanced and in May 1916 the 'top brick in the additions to the Town Hall in Gheringhap Street was laid on Wednesday by Mayor Holden'.³⁸

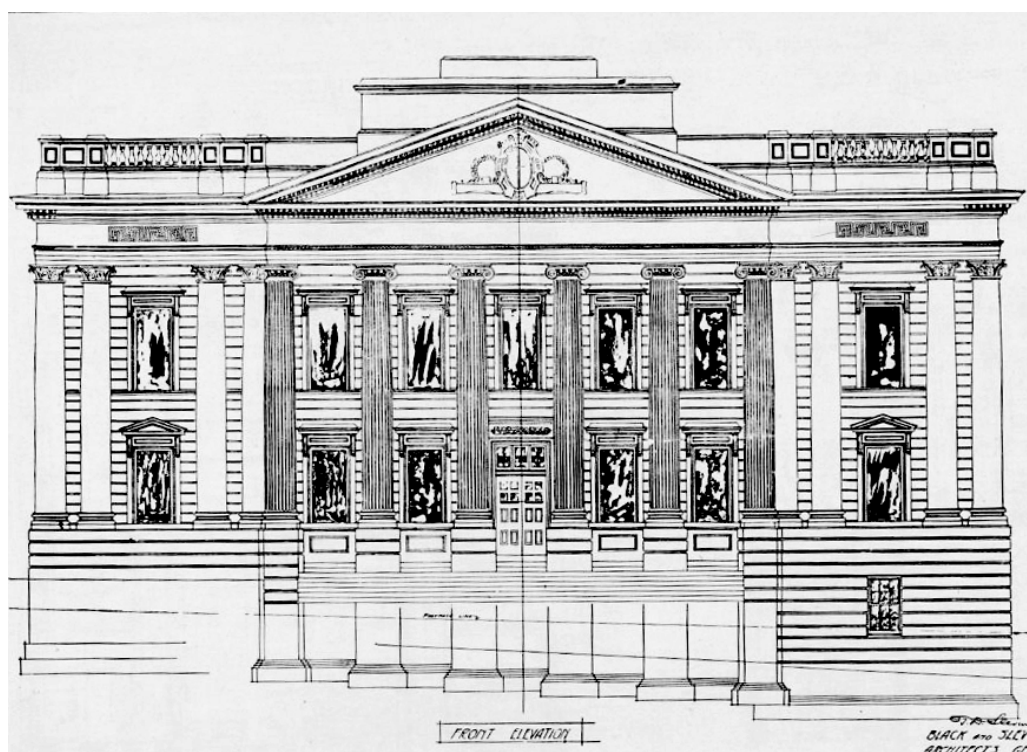


Figure 15.
Designs for completion of
Geelong Town Hall, 1915
(Building, Volume 17, No. 98,
12 October 1915, p. 115)

The completed Geelong Town Hall was formally opened by the Premier, Sir Alexander Peacock, on 7 June 1917 (Figure 16).³⁹ Following an inspection of the interior, it was reported that ‘most of the furniture had been made in Geelong, the students of the Gordon Technical College had done the carving; and that the architect and the builder (Mr. W. Kelly) were Geelong boys’.⁴⁰ A large stained glass window in the main entrance foyer was designed and executed by Arthur Sidney Pittock, a local glazier and former art student at the Gordon Technical College (Figures 17 & 18).⁴¹ This window was described as a ‘special feature’ in the newly completed building.⁴²

A description of the interior of the building was included in the *Geelong Advertiser* on the opening of the addition:

Entering the main lobby, we have a spacious vestibule leading to the stairway and corridors giving access to the various departments. To the left we have the Council offices, and to the right the Mayoral and Councillors’ suites and the Council Chamber. Upstairs we have more offices, committee rooms, and a suite of rooms for the Mayoress... The caretaker’s quarters and storerooms for the archives are in the basement, and there is a fine promenade on the roof...Almost the whole of the materials have been of Australian manufacture (Figures 19 and 20).⁴³

In 1927, reports concerning decay of the exterior walls of the Town Hall were issued. To prevent the walls from crumbling, it was determined to put in a bluestone base, apply a cement wall finish to the existing walls, and cover the cornices of the building with lead flashing.⁴⁴



Figure 16.
The opening of
the Geelong Town
Hall in 1917 (GRS
2009/2344 Geelong
Heritage Centre)



Figure 17. (left)
Entrance foyer and
staircase in 1917.
Note the stained
glass window. (GRS
2009/2329 Geelong
Heritage Centre)



Figure 18. (right)
Entrance foyer, 1917
(GRS 2009/2339
Geelong Heritage
Centre)



Figure 19.
Council chambers soon
after completion, 1917
(GRS 2009/2338 Geelong
Heritage Centre)



Figure 20.
Town clerk's office on the
ground floor, 1917 (GRS
2009/3873 Geelong
Heritage Centre)

2.3.6 The bronze lions: a gift to the city (1935-38)

The bronze lion sculptures that flank the entrance to the Geelong Town Hall were gifted to the City of Geelong by two separate families, the McDonalds and the Clarkes, to mark the centenary of the creation of Geelong as a municipality in 1937.⁴⁵

The lions were donated by Florence Clarke in memory of her parents, Thomas and Agnes Clarke, who were early pioneers of Victoria, and Mrs Alberta McDonald in memory of her husband, Alderman Edward Allen McDonald OBE, and her son, Edward Colin McDonald, who had passed away three years prior.

An unveiling ceremony took place in January 1938, at which the lions were draped with the Australian flag and formally presented by members of the two families.⁴⁶

The lions were prepared and cast by sculptor, William Leslie Bowles who studied modelling and woodcarving at the Brisbane Technical School and acted as head sculptor at the Australian War Memorial from 1925 to 1931.⁴⁷ The King George V Monument and the Sir John Monash memorial, both in Kings Domain, Melbourne, are notable examples of his work.⁴⁸

2.3.7 Post-war alterations (1968-69)

The Geelong Town Hall remained largely unchanged from 1917 until extensive works were undertaken in 1968-69. By the 1960s, local government administration required extra staff, and therefore extra space, and the Geelong Town Hall in its existing form was found to be inadequate. Plans and specifications were compiled by architects, Buchan, Laird and Buchan with plans showing the proposed extent of demolition of the 1855 and 1917 building.

The 1968/69 works involved the addition of a new western wing, with entrance from Little Malop Street, and the demolition of the original central hall and its lantern roof form. In addition, the entrance foyer to Gheringhap Street was substantially altered with the demolition of the main staircase and lightwell and the introduction of a Modernist spiral staircase (Figure 21 & 22).

The new Little Malop Street entrance comprised a simple four-bay trabeated colonnade supported on square piers. A frieze with applied metal lettering reads 'Council Conference & Reception Centre' with a fluted architrave below. The recessed entrance is modernist in form with full height glazing and stone panels.

Apart from minor alterations, the existing Town Hall exterior remained largely unchanged to its north, south and east elevations. The new west wing adopted a similar classical appearance to the original design to ensure an integrated approach as viewed from Johnstone Park (Figure 23), while the Little Malop Street entrance adopted a more modern design (Figure 24 & 25). The works also included a plaza projecting northward to Johnstone Park to provide a 'suitable and off-street setting for ceremonial occasions'.⁴⁹

Construction of the new wing commenced in mid-1968, undertaken by Geelong builders J C Taylor & Sons Pty Ltd, at a cost of about \$650,000. The new 'hall', which replaced the original 1855 central hall, comprised 'limited stage facilities, 500 removable seats, a supper room, kitchen, goods hoist, and parquet floor'.⁵⁰

The new wing was officially opened on 15 August 1969 by the Governor of Victoria, Major General Sir Rohan Delacombe.⁵¹ The occasion was commemorated on a marble panel located in the Little Malop Street foyer.



Figure 21.
New foyer entrance,
1969 (Geelong Heritage
Centre)



Figure 22.
Stair leading from foyer,
1968 (Geelong Heritage
Centre)



Figure 23. (above)
 Render showing what the new western wing would look like when completed, c. 1965 (GRS 2009/1753 Geelong Heritage Centre Collection)



Figure 24.
 The new west wing of the Town Hall, as viewed from Little Malop Street, 1969 (GRS 2009/2339 Geelong Heritage Centre)



Figure 25.
Entrance to the
new west wing
with mural (GRS
2009/3873
Geelong
Heritage Centre)

2.3.8 Robert Ingpen mural

Robert Ingpen, celebrated Geelong artist, was commissioned to paint a mural to be located above the entrance of the new west wing (Figure 25). The mural was designed to represent the objects and systems that characterise Geelong and its district and that played a major role in the city's growth and development. The three systems comprise: the natural (producing) system; the man-made or technological system, and the natural (trading) system.⁵

2.3.9 Amalgamation, alterations and ongoing use (1990s)

In May 1993, the State Government implemented a series of reforms to local government, which resulted in the consolidation of municipalities. Geelong was the first region to be amalgamated, becoming the City of Greater Geelong. The City assumed all of the responsibilities, staff, assets and liabilities of the Geelong Regional Commission and the former municipalities of Geelong, Geelong West, Newtown, Corio, Bellarine and South Barwon. The amalgamation coincided with major refurbishment of the interiors of the Town Hall, as well as the reconfiguration of much of the west wing and the entrance foyer of the main building.

The Geelong Town Hall continues to function as a town hall, providing accommodation for council chambers and municipal offices, and continues to act as a civic and social centre for the citizens of Geelong.

Geelong's Civic Centre

The Geelong Town Hall, Art Gallery and Peace Memorial form a backdrop of classical architecture to Johnstone Park, together forming an integral part of Geelong's civic centre.

The Geelong Art Gallery was constructed to the rear of the Town Hall in 1915 (Figure 26). The site had been secured in 1911 to provide a better space for exhibiting artwork than the existing gallery, which was accommodated in the Free Library.⁵³ Prior to this, permission had been given to the Geelong Art Gallery Association to use three walls in the Town Hall.⁵⁴

Designed by architects, Laird and Buchan, the foundation stone for the Gallery was laid in 1914 and the building officially opened in May 1915. Additions to the Art Gallery were made in 1928, 1937, 1956 and 1971.

In 1919, the Geelong Town Council decided to build a Peace Memorial to commemorate local soldiers who served in World War I (Figure 27). Buchan, Laird and Buchan (in conjunction with Percy E Everett), was awarded the project. W J Kelly, who also completed the Town Hall

extensions, was the building contractor.

The foundation stone for the Peace Memorial was laid in October 1922 by Mayor Howard Hitchcock, though the building works were not completed until 1926.⁵⁵

The Peace Memorial was opened on 31 October 1926 by the Governor of Victoria, Lord Somers. At the time of its opening it included '10 marble plaques upon which the names of 2,000 Geelong and district soldiers and nurses are inscribed'.⁵⁶



Figure 26.(below)
Geelong Town Hall and Art
Gallery after the Gallery's
completion, 1918 (Geelong
Heritage Centre Collection)

Figure 27.(right)
Aerial view of Town Hall,
Art Gallery and Peace
Memorial, 1948
(State Library of Victoria)



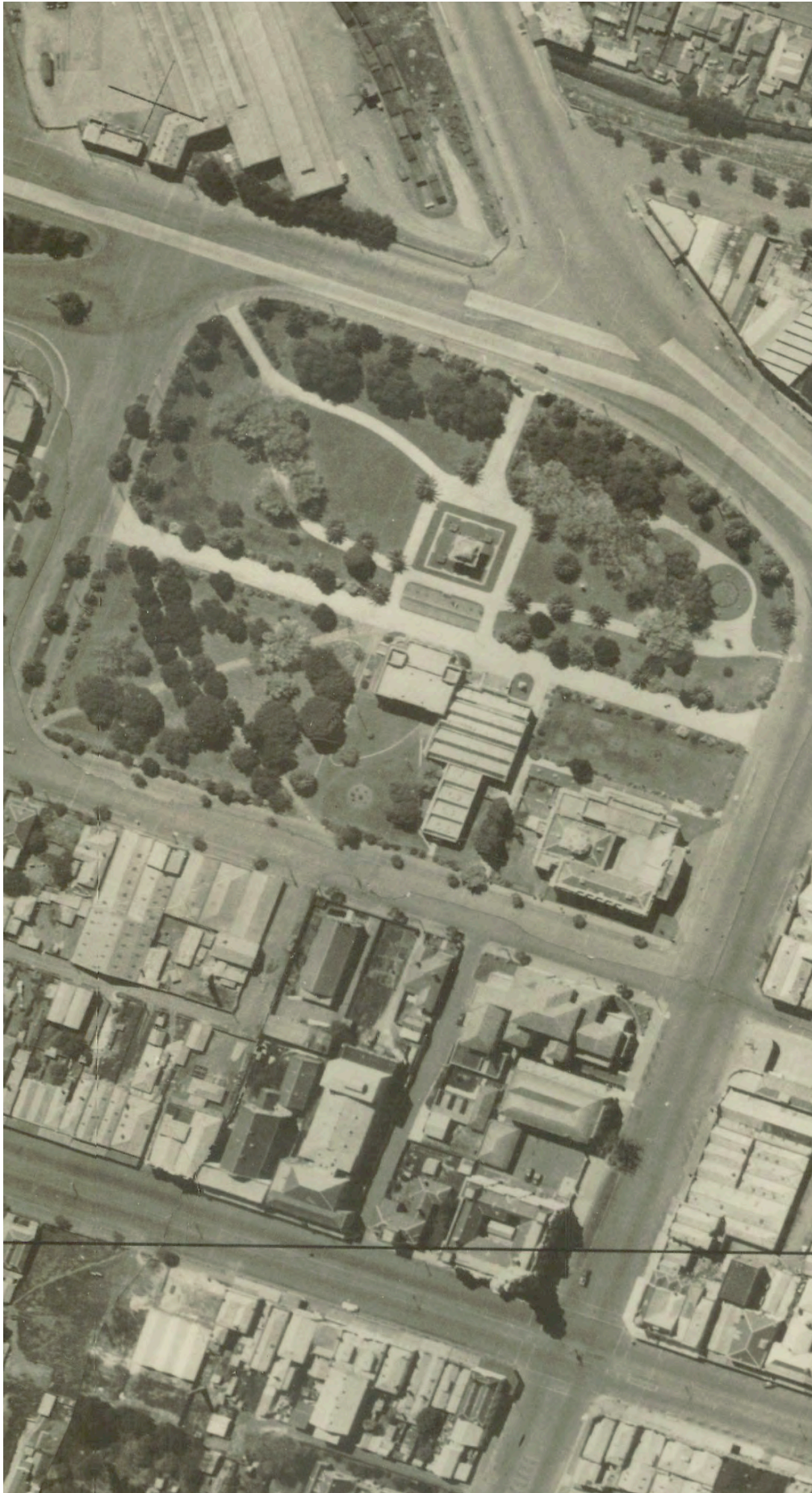


Figure 28.
Aerial view of the Geelong
Town Hall, Geelong Art
Gallery, Peace Memorial
and Johnstone Park, 1960.
North is to the top of the
image(Geelong Heritage
Centre)

2.4 Sequential Development of the Geelong Town Hall



2.5 Description and Physical Analysis of the Geelong Town Hall

The focus of this summary is on extant original and early fabric and alterations which are known to have been undertaken to the Geelong Town Hall since its construction in 1855.

2.5.1 Setting

The Geelong Town Hall is located in a prominent position at the intersection of Gheringhap Street and Little Malop Street within a public precinct which includes the Art Gallery, Peace Memorial, Arts Centre, Post Office, former Court House, and Library and Heritage Centre. The Town Hall is oriented to face Gheringhap Street to the west. It is flanked by the Art Gallery to the west and Johnstone Park and a paved plaza to the north. The setting contributes to the significance of the Town Hall.



Figure 29.
Geelong Town
Hall from east

2.5.2 The Exterior of the Building

The land on which the Geelong Town Hall sits slopes significantly from south to north. The Town Hall itself is a prominent bluestone building with Barrabool sandstone façade located at the corner of Gheringhap and Little Malop Streets and overlooking Johnstone Park to the north (Figure 29). Designed in a Renaissance Revival style, the building comprises three main construction phases. It retains much of its original 1855 and 1917 external appearance and has a broadly symmetrical presentation to the east, north and south elevations.

The roof of the Geelong Town Hall is a combination of hipped and flat roofs. All roofs have been reclad over the lifetime of the building with longrun corrugated and tray profile steel. A large skylight is centrally located on the 1855/1917 building. The roof also houses extensive heating, ventilation and air conditioning plant and equipment.

The southern wing (1855), the first stage to be constructed, is set on a rusticated podium and incorporates a central section with four fluted Ionic columns set in antis between side pavilions (Figure 30). Plain paired Corinthian pilasters provide contrast to the rendered rusticated façade. An entablature and parapet top the façade and incorporate friezes and balustraded sections above the side pavilions. This façade has remained largely unaltered since its construction.



Figure 30.
South wing of the Town
Hall from Little Malop
Street

To the north of the original wing is the principal east façade (1917), which is dominated by a projecting central hexastyle Ionic portico (Figure 31). The entrance is reached by a flight of stairs, with columns on high pedestals supporting an entablature and pediment containing a moulded motif. Two lion statues sit on podiums flanking the stairs, replacing lamp posts that were previously located in this position. The original floor tiles to the portico were replaced in the later twentieth century. These were in turn replaced in 2012, using historical photographs to create a contemporary interpretation of the early tiled pattern and colours.

Additional modifications to this façade include the realignment and repair of the bluestone steps, the introduction of four hand rails to the stairs, and the addition of commemorative brass plaques to the base of columns, recording various historical events which relate to local government in Geelong.

The north façade is set on a high rusticated podium and contains a central colonnade that projects beyond the side pavilions and repeats the Ionic columns of the original south façade. It remains largely unchanged from its original construction (Figure 32).



Figure 31.
Primary (east) elevation



Figure 32.
North elevation viewed from
Johnstone Park

The west wing, constructed in 1968-69, involved the demolition of the original 1855 central hall, including its lantern roof form. The wing comprises a single storey flat roofed addition that extends north to south to the rear of the principal Town Hall form. The north façade adopts the classical style of the original building, though presented in a stripped back form (Figure 33). It has a symmetrical presentation featuring evenly spaced Ionic pilasters interspersed by rectangular windows, and is set on a landscaped podium and approached by a flight of stairs.

The main southern entrance of the west wing adopts a modern architectural character (Figure 34). It comprises a portico that extends out to the street frontage, characterised by four unembellished rectangular columns. A simple banded frieze runs between each bay. The entryway is set back and accessed via glass sliding doors. The west wing entrance has been altered since its construction, with works including the introduction of bronze lettering to the parapet reading 'Geelong Conference & Reception Centre', the reconfiguration of the glass entry doors, and the introduction of steps and accessible ramps to either side of the entry doors. The portico detailing has also been continued across the side vehicle access lane to the west and incorporated into the styling of the Art Gallery entrance.



Figure 33.
1968-69 west wing, north
elevation



Figure 34.
1968-69 Little Malop Street
entry to west wing

2.5.3 The Interior of the Building

The interior of the Geelong Town Hall has been extensively altered since construction. Works undertaken in the 1960s and 1990s removed a significant amount of original and early fabric, though some original elements remain intact. Note that the room reference numbers throughout this CMP accord with room numbers assigned to the existing conditions plans provided at Appendix A.

1855 South Wing

The south wing of the Town Hall was originally divided into separate rooms to accommodate the various municipal functions of the Geelong Town Council. This original layout is largely intact to the ground, first and second levels, though some door openings have been altered and some internal walls have been removed. The external access at the west end of the wing does not form part of the original building.

Original decorative fabric has generally been replaced, and some elements (including doors and skirtings) have been reused from other areas. Floors throughout the wing are wall-to-wall carpeted, ceilings are generally plain and plastered, and rooms are painted beige or white (Figure 35 & 36). Original fireplaces on the ground and first floor have been removed and infilled (Figure 37).

Remaining original elements of the south wing include the general room layout; strong room in G.03 (Figure 38), window openings including reveals and architraves to the south facade; cornice detailing in Room G.04 (Figure 39); the staircase at the west end (Figure 40); and windows to the north façade at the second level. Remnant wallpaper, two original fireplaces and a fireplace surround at the second level (Rooms 2.01, 2.03, 2.04 & 2.05) have been retained and are protected by clear sheeting (Figures 41 to 44).



Figure 35.(left)
Ground floor room in 1855 south wing, showing general room features and original window openings

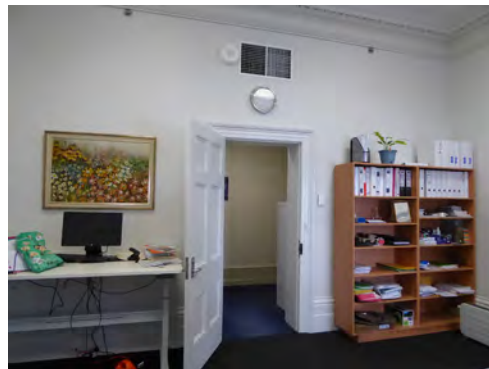


Figure 36.(right)
Room in 1855 south wing, showing general room features and original door opening

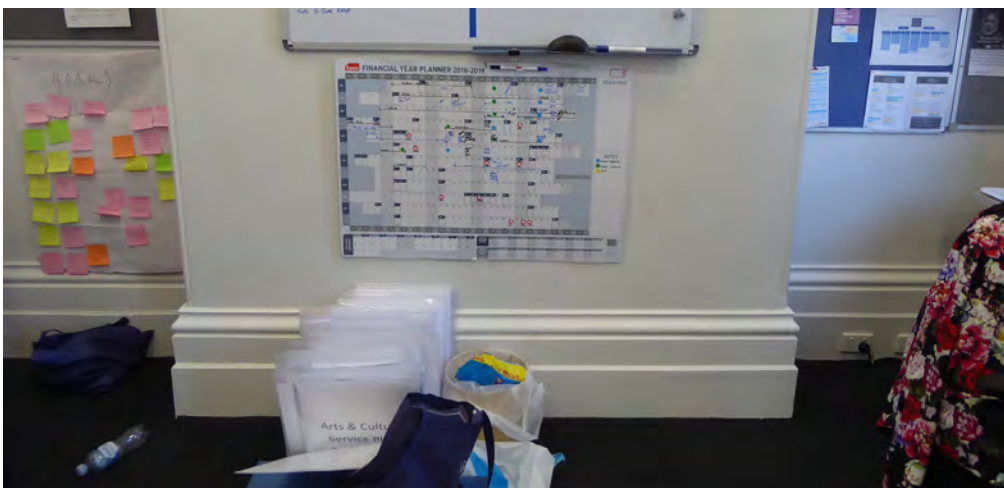


Figure 37. (bottom)
Room in 1855 south wing showing infilled fireplace and skirting detail



Left to right, top to bottom:

Figure 38.
Strong room in
Room G.03

Figure 39.
Cornice detail in
Room G.04

Figure 40.
Original staircase at
west end of south
wing

Figure 41.
Remnant wallpaper
and original fireplace
in Room 2.01

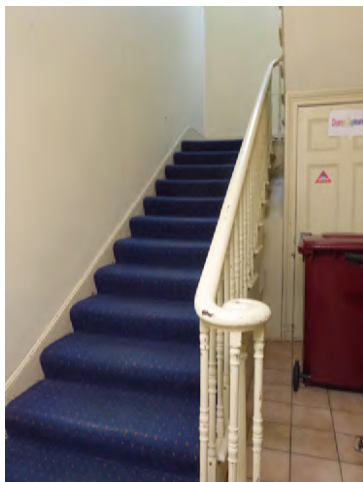


Figure 42.
Remnant wallpaper
and protective perspex
sheeting, Room 2.05.

Figure 43.
Remnant wallpaper
in Room 2.04

Figure 44.
Remnant wallpaper
and original fireplace
in Room 2.03 and
2.05



1917 Building

The 1917 sections of the Geelong Town Hall comprise the east and north wings of the main building, as well as the central foyer space. The peripheral room layout to the east and north remains generally intact across all levels, though some alterations have been made to openings. In contrast, the foyer has been extensively altered and retains little evidence of its original appearance and presentation.

The peripheral rooms retain some original elements, including curved wall corners and window reveals (some with fluted architraves to the top section) and curved roll-top skirtings (Figure 45 & 46). Ceilings are generally plain plasterboard with modern vents and light fittings, with the exception of rooms G.10 (1917 Town Clerk), G.16 (1917 Mayor's Office), G.17 (1917 Council Chambers) and 1.10-12 (1917 Reception Room), which retain their original detailing.

Room G.10 (Town Clerk's office) features a plaster ceiling divided into panels with plaster mouldings and an elaborate three-dimensional cornice with leaf motif and a small row of dentils beneath (Figure 47). Room G.16, originally the Mayor's Office, comprises elaborate plasterwork divided into panels with a central circular wreath motif and an egg and dart cornice (Figure 48 & 49), while the original Council Chambers (G.17) features a highly decorative ceiling divided into five sections by beams with panels comprising three-dimensional leaf mouldings, free-flowing reed-like moulds and egg and dart cornices (Figure 50). Room 1.10-12 comprises a ceiling divided into sections by beams featuring simple, scalloped friezes. Floors are carpeted throughout the 1917 building and some metal and glazed partitions have been inserted within rooms to create small, separate office spaces (Figure 51 & 52).

In contrast, the central foyer has been significantly modified through the removal of the original staircase and light well (part of the 1960s work), the removal of the floor between the ground and first level to create a floor-to-ceiling space (1990s work), and the complete refurbishment of fabric (Figure 53-55). No 1917 fabric survives intact and a spiral staircase is the only remaining, albeit modified, 1960s element. At the ground level the space has been divided into two areas by a glass partition, which separates the public foyer from the municipal offices. A reception desk is located at the south-west corner and a lift well is located along the east wall. The floor is carpeted and walls are hard plaster. Floating floors, enclosed by metal balustrading, have been inserted at the first-floor level and a new suspended metal staircase connects the first and second levels. At the second level, the north brick wall of the original 1855 building, featuring two original window openings, is exposed (Figure 55). The high ceiling of the foyer features a large central gabled skylight, which is framed by a rectangle of I-beams supported by two curved metal portal frames.

To the rear of the foyer, the original 1855 central hall was demolished in the 1960s. The only surviving 1855 elements are the 27 inch-thick north and south walls of the hall. The space contained within these walls was completely refurbished in the 1990s and now comprises partitioned office and meeting spaces on the ground floor and a meeting room and staff room on the first level (Figure 53). Floors are wall-to-wall carpeted, and ceilings are dropped panels. A new stairwell and bathrooms were constructed to the north-west corner of the 1917 building in the 1960s.

The basement currently accommodates council archives, office spaces and plant rooms. It originally accommodated record storage and the caretaker's residence. Rooms B.05 (originally Parking Officer's room) B.14, B.15 and B.16 (originally caretaker bedrooms) exhibit similar detailing to the rooms above, including plain plaster panel ceilings, plain walls with curved window reveals, simple roll-top skirtings, and double-hung sash windows with deep recesses (Figure 56). Timber floors have been carpeted and there is some visible cracking to the south walls.

Rooms B.01-04, B.07-12 and B.24 (archives and plant rooms) are utilitarian in appearance, comprising exposed brick walls and concrete floors (with the exception of B.08, which is lined with vinyl (Figure 58). Rooms B.01-04 reveal the underside of the timber floors of the ground level above (Figure 59), while the ceiling undersides of B.06-B.12 are concrete and date from the 1960s work which occurred after demolition of the original central hall.



Left to right, top to bottom:

Figure 45.
Curved door openings and skirtings in the 1917 section of the Town Hall

Figure 46.
Curved roll-top skirtings

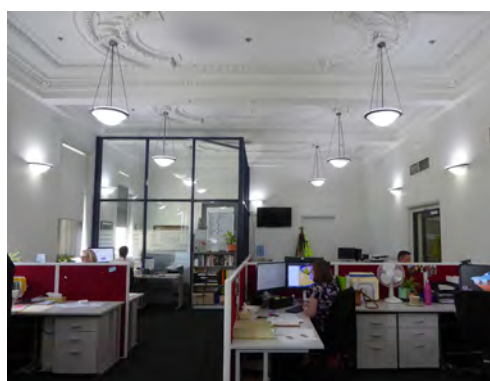
Figure 47.
Decorative leaf motif cornice detail in Room G.10

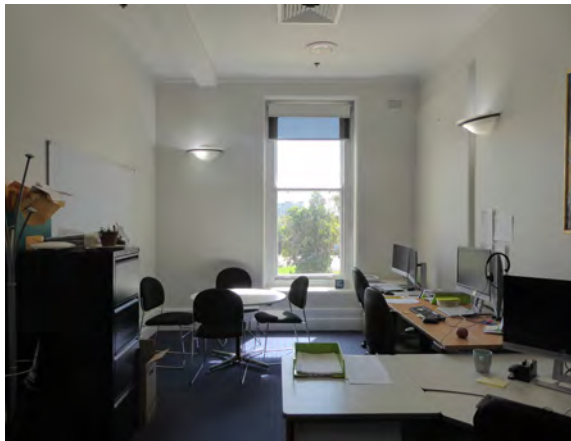


Figure 48.
Decorative ceiling detail in Room G.16, the Mayor's Office (1917)

Figure 49.
Close up detail of the egg and dart cornice in Room G.16

Figure 50.
Ceiling detail in Room G.17, the 1917 Council Chambers





Left to right, top to bottom:

Figure 51.
A ground floor room in the 1917 section of the Town Hall showing floor-to-floor carpeting and plain plaster ceilings

Figure 52.
Modern metal and glazed partitions



Figure 53.
Meeting room at the first level within original central hall space

Figure 54.
The reconfigured foyer looking towards the north wing



Figure 55.
The refurbished foyer at the first-floor level showing the modern skylight, exposed brick wall and curved staircase



Left to right, top to bottom:

Figure 56.
Original caretaker's room at basement level

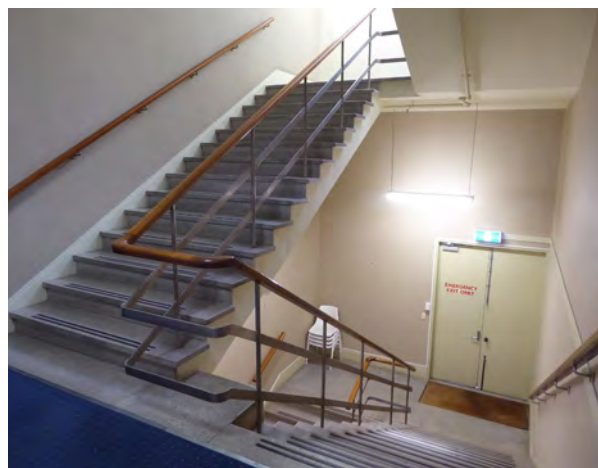


Figure 57.
1968/69 stairwell located at north-west corner of 1917 section of the Town Hall



Figure 58.
Archives storage at basement level showing timber underside of (1917) floors above



Figure 59.
Archives storage at basement level with concrete floors and (1968/69) ceiling

1968-69 West Wing

The west wing comprises the Mayor's Office and associated offices to the north, as well as a staff room and kitchen, a central council chamber/meeting room, and meeting rooms to the south, all accessed via a narrow corridor that runs along the east side of the wing. Bathrooms are located either side of the Little Malop Street entry. The interiors of the wing have been extensively altered since its construction in 1968-69. The room layout has been reconfigured throughout and original fabric has been removed and replaced.

Room partitioning throughout is generally plasterboard, with some metal and glazed partitions to the north offices. Fold-back partitioning is located between the council chamber and the meeting rooms to the south, enabling the creation of a single large space (Figure 60). Walls are generally painted white with simple, plain skirtings and architraves, and floors are wall-to-wall carpeted (Figure 61 & 62). Rooms to the north have plain dropped plasterboard ceilings, while the meeting rooms comprise dropped square panels, all with modern light fittings and vents. The council chamber features curved panels that are suspended from the ceiling above (Figure 63).

The Little Malop Street entry has been altered through the addition of modern partitioning to form four meeting rooms within the original open foyer space, though the original metal pan ceiling and the marble-clad walls to the east and west remain intact (Figure 64). An inscription bearing the details of the official opening of the west wing is maintained on the east wall (Figure 65) and the Robert Ingpen City Hall mural remains intact above the entrance (Figure 67).

Remaining original elements are generally contained to the male and female bathrooms located either side of the Little Malop Street entrance, which are intact to their 1960s presentation (Figure 66). Original fabric includes tiled walls and skirtings, laminate basins with rolled fronts, terrazzo partitions with stained timber doors and three Sanette automatic gas incinerators within the female cubicles.

The basement carpark below comprises a concrete slab floor and a concrete ceiling with concrete beams running in an east-west direction. Walls are red brick to the east and west with sections of hit and miss brick work along the west wall. The car park is accessed via an electronic sliding door.

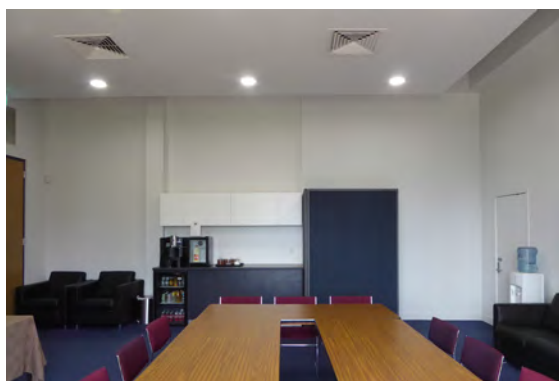


Figure 60. (left)
Meeting room at the south end of the west wing showing fold back partitions, drop ceiling panels and glass bricks

Figure 61. (right)
Staff room at the north end of the west wing with plain plaster ceilings, plasterboard walls and wall-to-wall carpeting



Figure 62.(bottom left)
Mayor's office at the north end of the west wing with plain plaster ceilings, plasterboard walls and wall-to-wall carpeting



Left to right, top to bottom:

Figure 63.

Council Chambers with curved panel ceiling and plasterboard walls



Figure 64.

Modern partitioning within 1968-69 Little Malop Street foyer

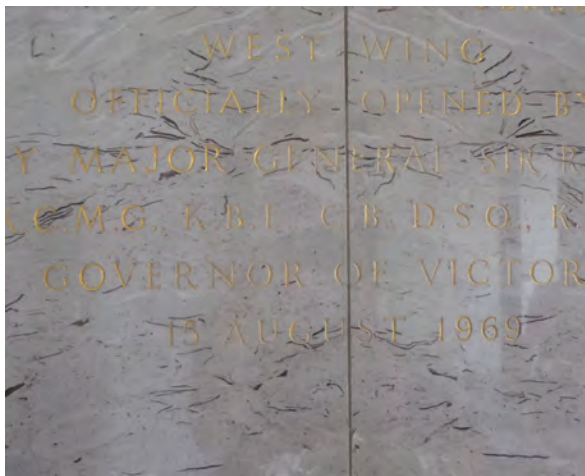


Figure 65.

Official opening inscription on marble wall of Little Malop Street entry foyer



Figure 66.

1968/69 ladies bathroom with original sinks, terrazzo partitions and floor and wall tiling (Rooms G.09/G.21)



Figure 67.

Robert Ingpen City Hall mural

2.5.4 Summary of identified changes to the Geelong Town Hall

A significant number of changes have been made to the Geelong Town Hall since its construction in 1855 and its completion in 1917. The following summarises alterations that have been identified from available documentary sources, including historical photographs and architectural drawings (see Figures 68 to 77). The drawings have been oriented with north to the top of the page to enable easy comparison.

Alterations in 1917 (Architect: T D Slevin)

- Construction of east and north wings, including entrance foyer and lightwell
- G.03 in south wing (1855) reconfigured to a strong room, involving infilling of north opening and insertion of a new wall
- Some alterations to 1855 room configuration – opening inserted between G.01 and G.02 (later infilled); two openings inserted between G.02 and corridor

Alterations between 1917 and 1968-69

- Window added to west elevation of south wing at second level (by 1930)
- Lion statues installed (1938)

Alterations in 1968-69 (Architects: Buchan, Laird and Buchan)

- Demolition of 1855 central hall, including lantern roof
- Addition of west wing
- Additions to rear of principal building to connect through to west wing (to both south and north elevations)
- Addition of paved plaza to north of building
- Reconfiguration of stairwell area in south (1855) wing at ground level and new external access
- Removal of internal wall and stained glass window between 1917 entrance foyer and lightwell to form a single large space; wholesale reconfiguration and refurbishment including installation of a new spiral staircase (note the large central stained glass window is presently located in the basement carpark of the west wing).
- Removal of internal walls to north-west corner of 1917 building; reconfiguration (from the living room with the basement accommodation, Councillors' Room at ground floor, kitchen at first floor) to a new stairwell connecting the basement to the ground and first floor, and bathrooms to the ground and first floors
- Creation of some new internal openings throughout the 1855/1917 building
- Reuse of existing skirtings and doors throughout building, particularly in south wing
- New skirtings and cornices installed to match existing
- Removal of all stained glass from doors and replacement with yellow glazing, some top light panels also filled in
- Various restoration works to the south wing (including parapet)

Alterations in the 1990s

- Extensive refurbishment throughout 1855/1917 building, including:
 - New wall-to-wall carpet laid
 - Drop ceilings added, with vents, lights and sprinklers
 - New light fittings
 - Wall vents installed
- Fireplaces removed and infilled
- Removal of floor between ground and first floor level of main foyer and wholesale reconfiguration and refurbishment
- Lift installed in foyer
- Skylight to foyer introduced
- Wholesale refurbishment and reconfiguration of 1960s west wing (floors carpeted, walls removed, new walls installed and painted, new drop ceilings installed)

Post-1990s work

- Universal access compliant stairs and ramp installed at west wing entry
- Flagpoles added above portico
- Bronze plaques added to base of portico columns
- Universal access ramp installed to east elevation
- Portico tiling removed and replaced and bluestone entry steps realigned (2012)
- Division of 1960s west wing entrance foyer into four meeting rooms and reconfiguration of doors to corridor (2017)
- Paved plaza to north pulled up and reinstated following laying of a concrete layer (2017)
- Internal walls and ceilings painted white
- Installation of metal, glazed partitioning within early (1917) spaces (2018)



Figure 69.
Design (ground floor) for completion of Geelong Town Hall, 1915. North is to the right of the image
(Building, Volume 17, No.98, 12 October 1915, p. 116 National Library of Australia)

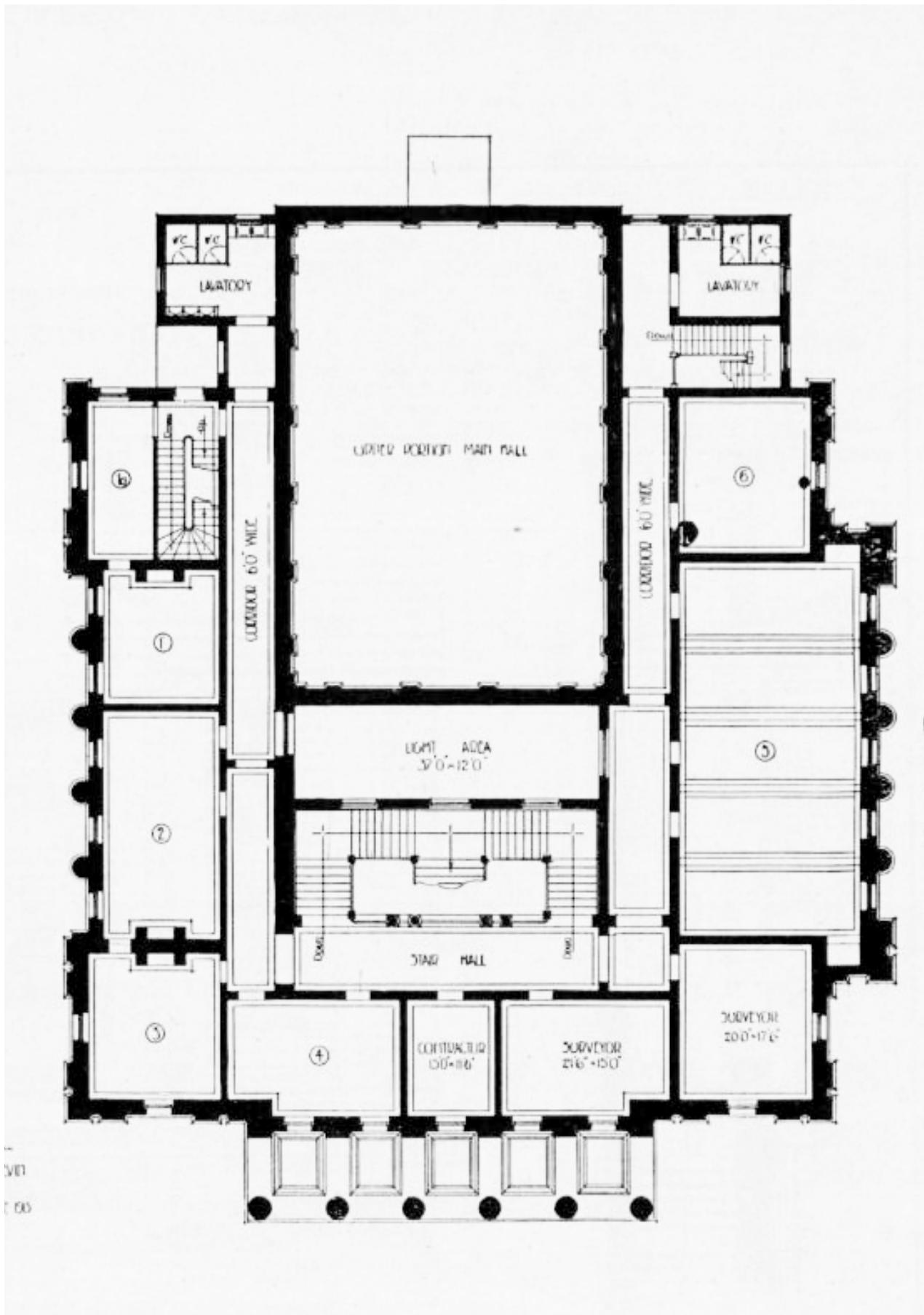


Figure 70.
Design (first floor) for completion of Geelong Town Hall, 1915. North is to the right of the image
(Building, Volume 17, No.98, 12 October 1915, p. 116 National Library of Australia)

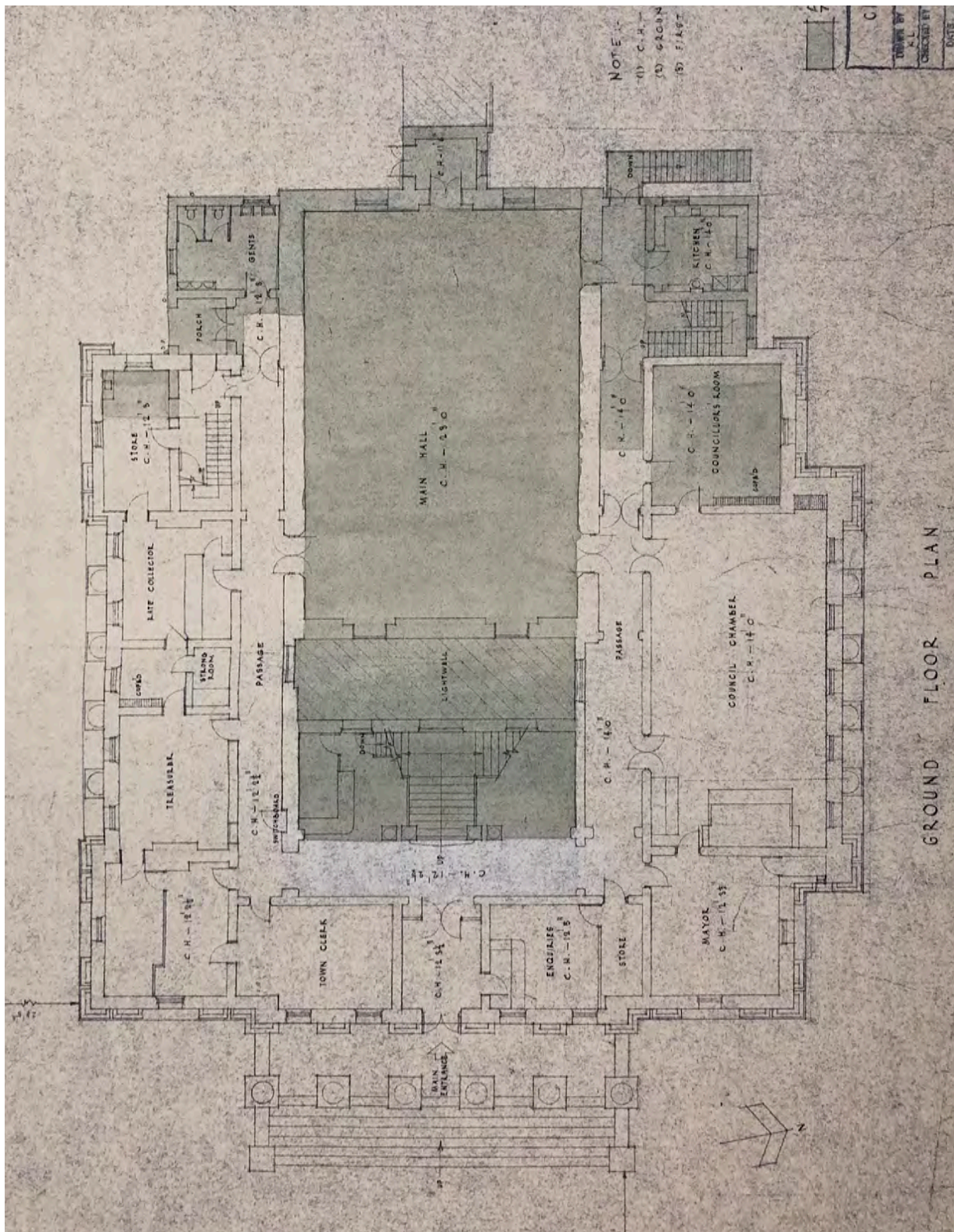


Figure 71.

Ground floor plan showing proposed extent of demolition, August 1965. North is to the right of the image (GRS 2031/2522 Victorian Public Records Office VPRS 17268/P0005/000006, Geelong Heritage Centre Archives)

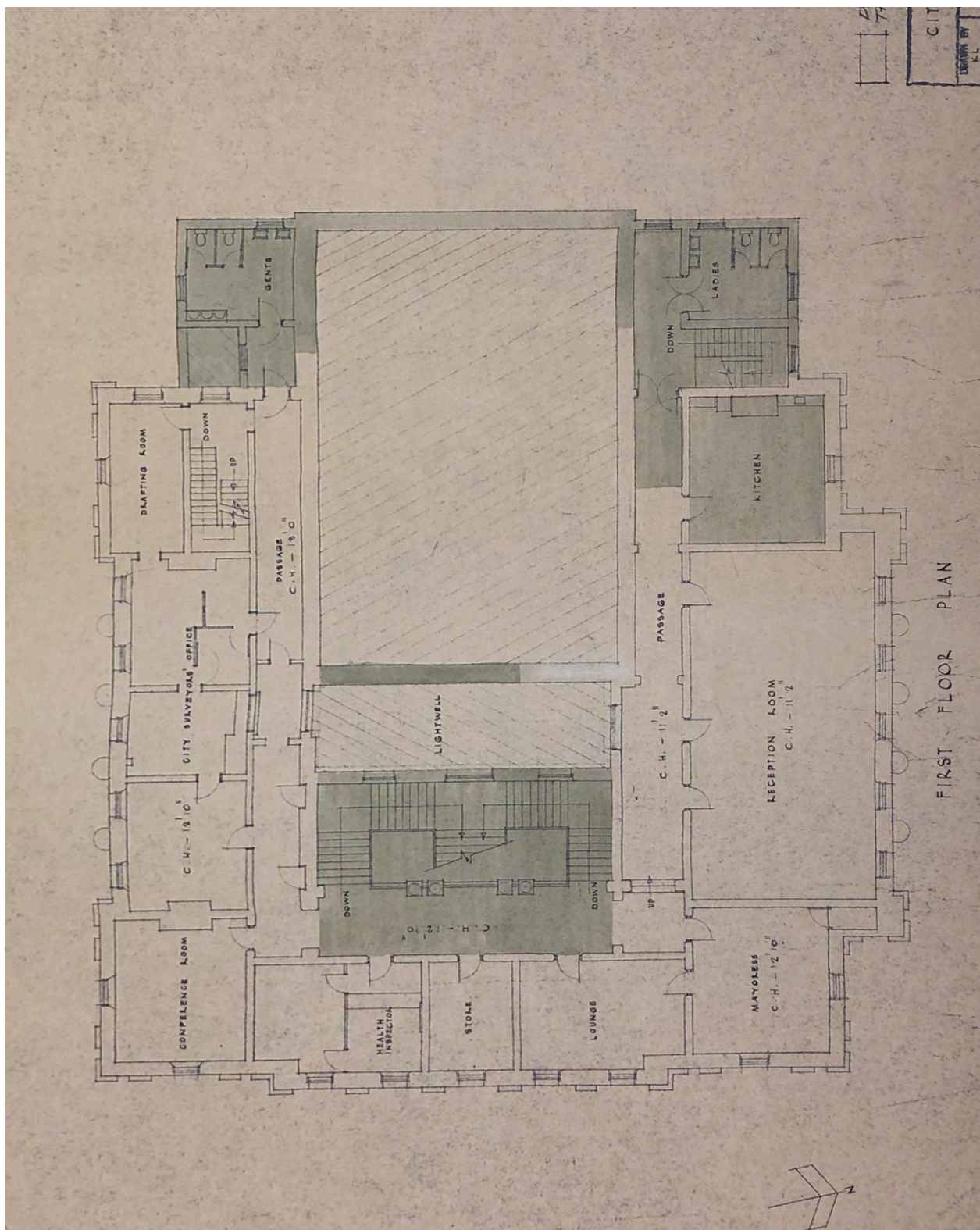


Figure 72.
First floor plan showing proposed extent of demolition, August 1965. North is to the right of the image
(GRS 2031/2522 Victorian Public Records Office VPRS 17268/P0005/000006, Geelong Heritage Centre Archives)

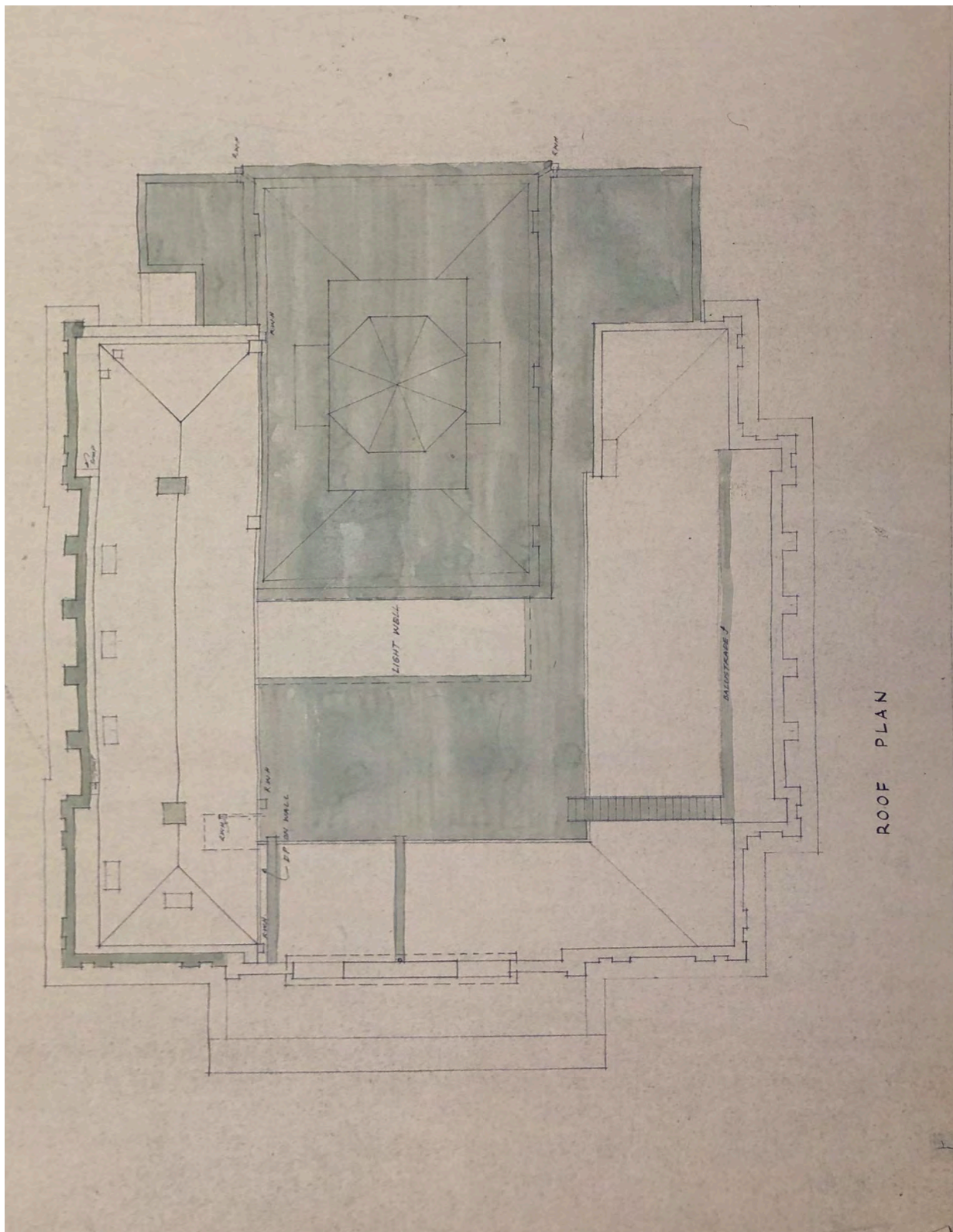


Figure 73.
Roof plan showing proposed extent of demolition, August 1965. North is to the right of the image
(GRS 2031/2522 Victorian Public Records Office VPRS 17268/P0005/000006, Geelong Heritage Centre Archives)

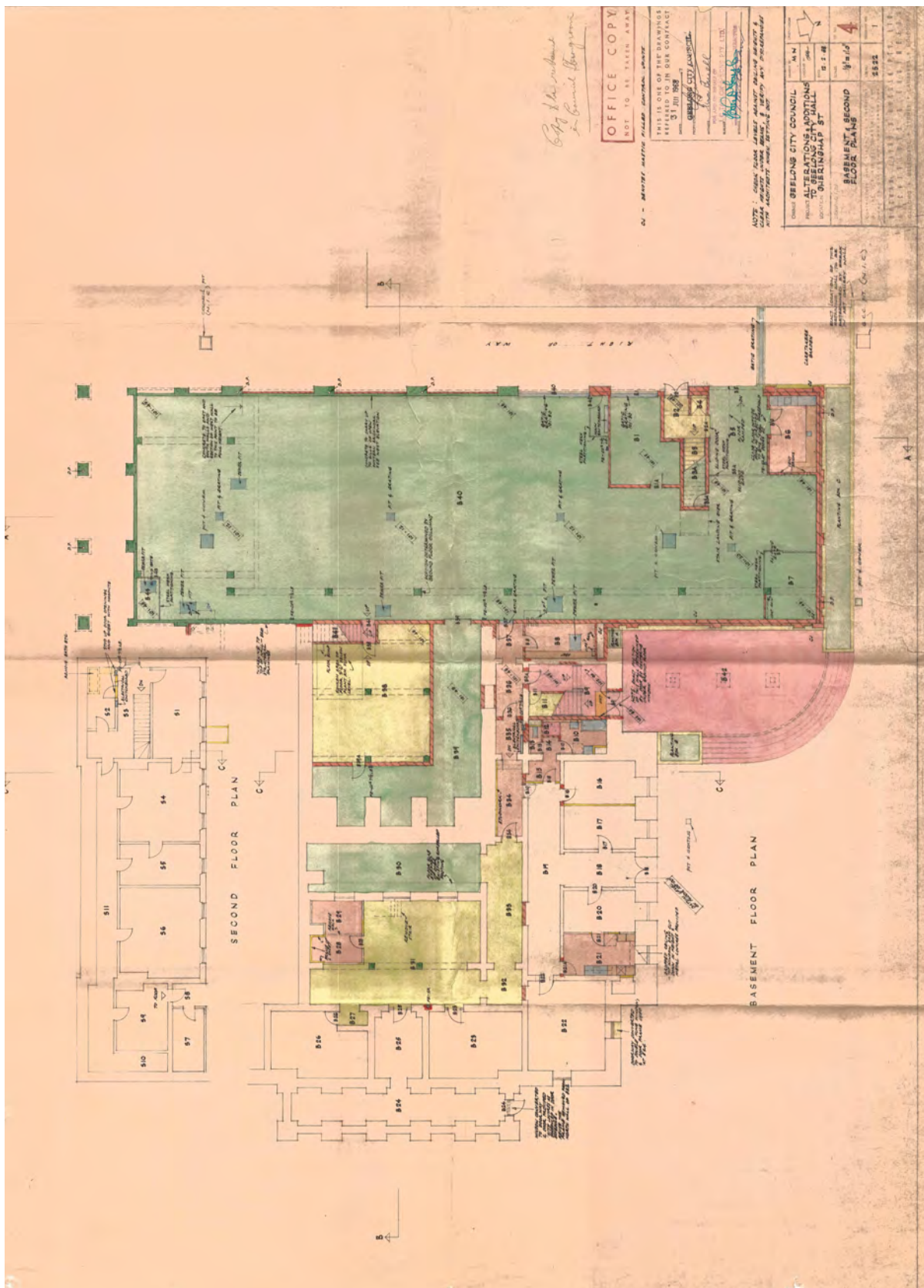


Figure 74.
Basement and second floor alterations and additions, 1968. North is to the right of the image
(GRS 2031/2522 Geelong City Council Plans, Geelong Heritage Centre)

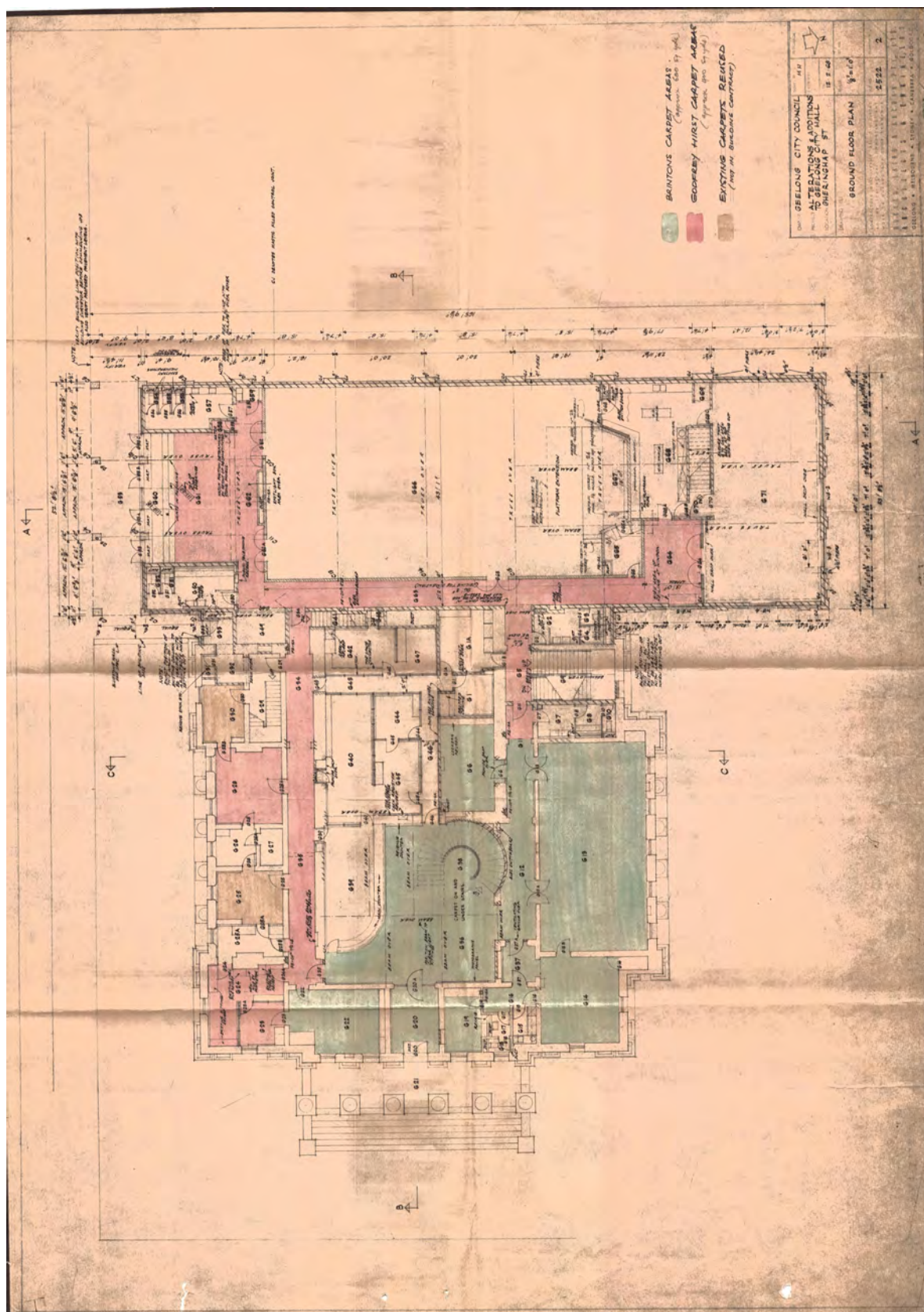


Figure 75.
Ground floor alterations and additions, 1968. North is to the right of the image
(GRS 2031/2522 Geelong City Council Plans, Geelong Heritage Centre)

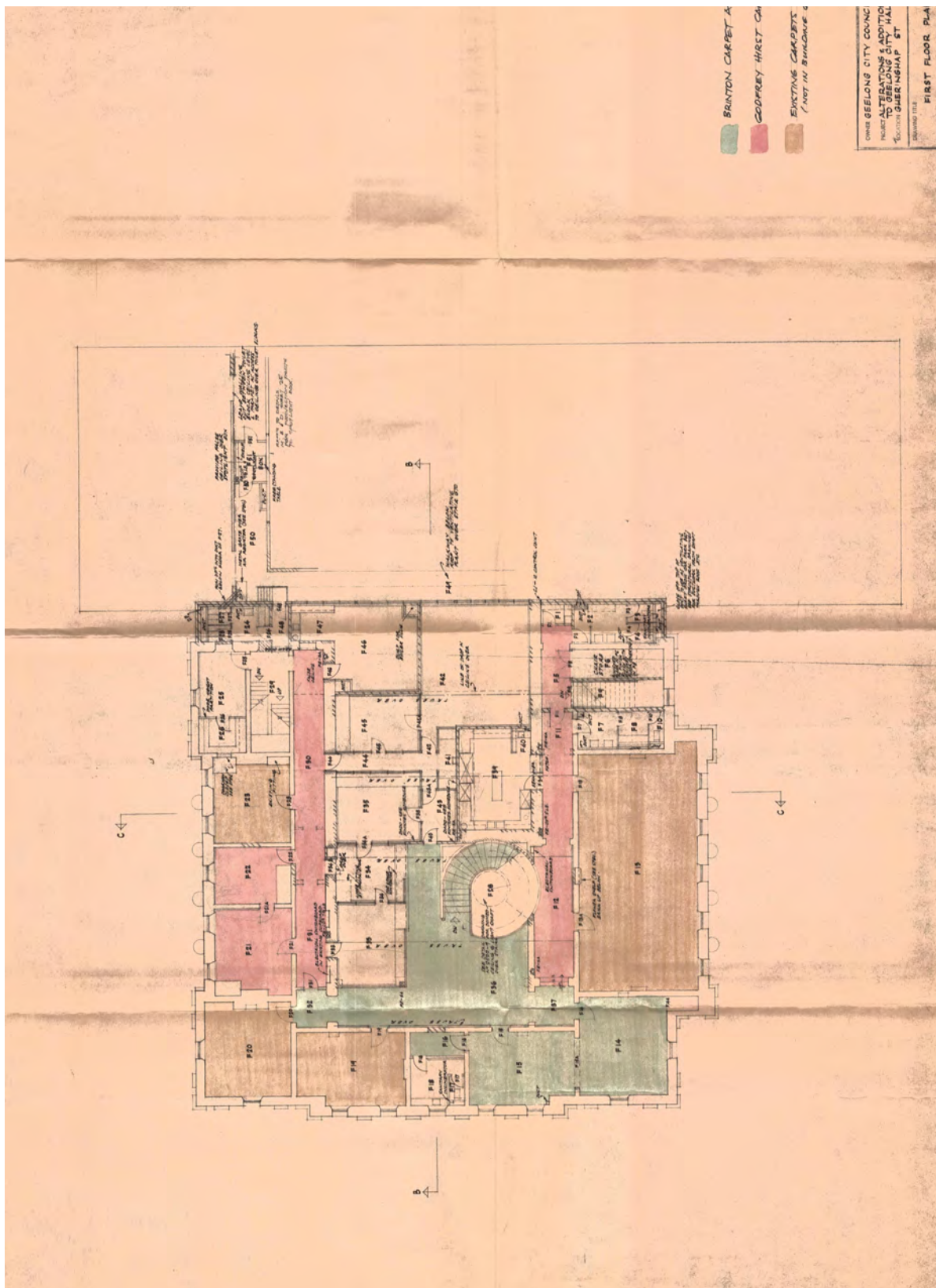


Figure 76.
First floor alterations and additions, 1968. North is to the right of the image
(GRS 2031/2522 Geelong City Council Plans, Geelong Heritage Centre)

2.6 Heritage Status

2.6.1 Victorian Heritage Register

The Geelong Town Hall is included on the Victorian Heritage Register (VHR) as a place of historical and architectural significance to the State of Victoria (VHR H0184). The extent of registration of the Geelong Town Hall in the VHR includes all of the place shown hatched on Diagram 184 (Figure 78) encompassing all of Lot 1 on Title Plan 957616 and part of Crown Allotment 3, Section 55B, City of Geelong, Parish of Corio. The registration affects the whole place, including all the land, buildings (including the exteriors and interiors), wallpaper, roads, trees, landscape elements and other features (Figure 79). The registration also includes all fixtures attached to the building at the time of registration.

2.6.2 Heritage Overlay

The Geelong Town Hall is subject to the Schedule to the Heritage Overlay of the Greater Geelong Planning Scheme (HO122), which identifies that the place is included in the VHR. The land immediately north and west of the Town Hall is subject to HO1680. Johnstone Park is also included in the VHR (H1144) and is subject to HO102 (Figure 79).

2.6.3 National Trust of Australia (Victoria)

The National Trust of Australia (Victoria) classified the Geelong Town Hall in 1968 (see Appendix B). This designation does not provide any statutory protection. Refer Register of National Trust of Australia (Victoria) (File number B3011) for more information.

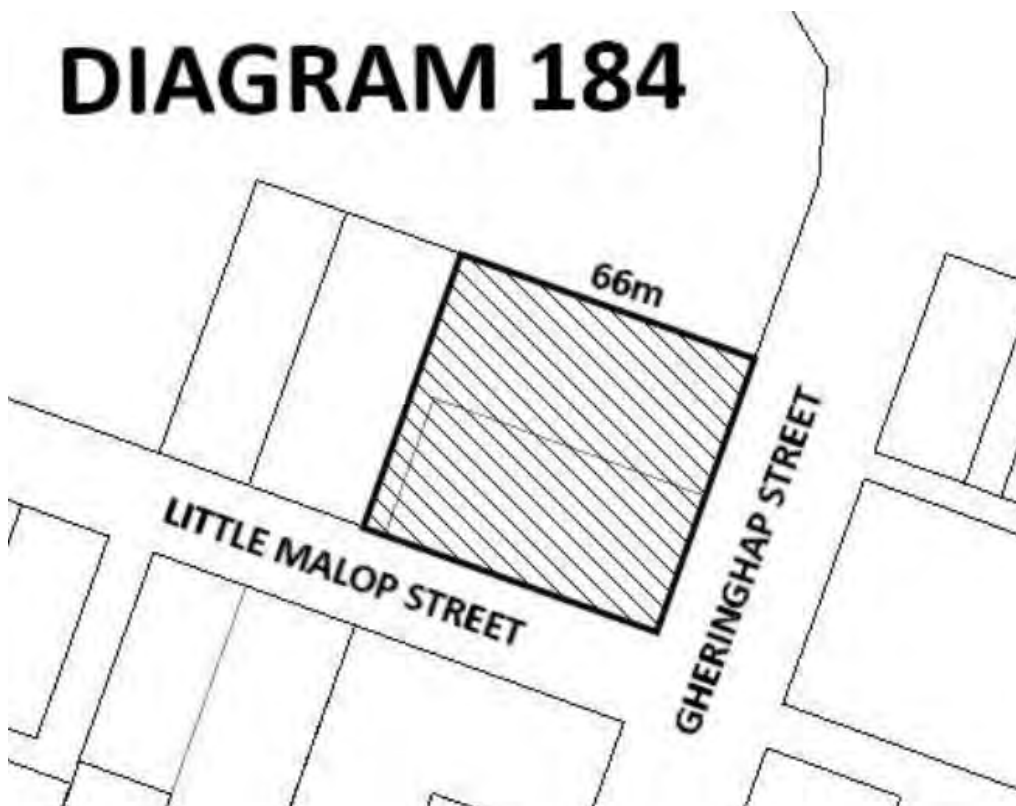


Figure 78.
Diagram 184
showing VHR Extent
of Registration for
Heritage Place H0184.



Figure 79.
Map showing extent of
Geelong Town Hall HO122.
Also part of HO1640 - Civic
Centre Heritage Area and
Johnstone Park (HO102)
(Vicplan, accessed 28
January 2020)

3 SIGNIFICANCE

3.1 Assessment Against Criteria

The following criteria were adopted by the Heritage Council of Victoria on 7 August 2008 pursuant to Sections 8(c) and 8(2) of the *Heritage Act 1995* (now the *Heritage Act 2017*). They provide a framework for defining the cultural significance of heritage places so that their meanings and values can be properly understood.

Criterion A	Importance to the course, or pattern, of Victoria's cultural history.
Criterion B	Possession of uncommon, rare or endangered aspects of Victoria's cultural history.
Criterion C	Potential to yield information that will contribute to an understanding of Victoria's cultural history.
Criterion D	Importance in demonstrating the principal characteristics of a class of cultural places or objects.
Criterion E	Importance in exhibiting particular aesthetic characteristics.
Criterion F	Importance in demonstrating a high degree of creative or technical achievement at a particular period.
Criterion G	Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons.
Criterion H	Special association with the life or works of a person, or group of persons, of importance in Victoria's history.

The Geelong Town Hall has been assessed as being of historical and architectural significance to the State of Victoria. The Victorian Heritage Database entry for the place indicates that it satisfies the following criteria for inclusion in the VHR:

Criterion A Importance to the course, or pattern, of Victoria's cultural history

Geelong Town Hall is of historical significance as Victoria's earliest surviving municipal building and for its long-serving role as a centre of local government. The Geelong Town Council has occupied the site since 1855 and the southern section has been continually used for municipal purposes since this date. The building, as completed in 1917 in accordance with Joseph Reed's original design, clearly demonstrates the importance and growth of municipal governance in the State.

Criterion D Importance in demonstrating the principal characteristics of a class of cultural places or objects

Geelong Town Hall is of architectural significance as an early and intact representative example of a municipal building in Victoria and one of prominent Melbourne architect, Joseph Reed's, earliest designs. The southern facade, constructed in 1855, and the balance of Reed's design vision, completed in 1917, demonstrates the adoption of the Renaissance Revival style in the design of an important public building and is a fine example of a classically designed town hall in Victoria.

3.2 Statement of Significance

The VHR Statement of Significance for the Geelong Town Hall (VHR H0184) reads as follows:

What is significant?

The Geelong Town Hall, including the original 1855 (southern) wing fronting Little Malop Street, consisting of a bluestone building with freestone facade set on a rusticated podium; 1917 (eastern and northern) wings, the northern containing a central colonnade which projects beyond the side pavilions to include the council chamber and a reception room; principal facade fronting Gheringhap Street dominated by a hexastyle Ionic portico; and landscaped setting; western wing with an entrance to Little Malop Street, constructed 1968-69. Remnants of nineteenth century wallpaper survive in the 1855 wing.

How is it significant?

Geelong Town Hall is of historical and architectural significance to the State of Victoria. It satisfies the following criteria for inclusion on the Victorian Heritage Register:

Criterion A

Importance to the course, or pattern, of Victoria's cultural history

Criterion D

Importance in demonstrating the principal characteristics of a class of cultural places and objects

Why is it significant?

The Geelong Town Hall is significant at the State level for the following reasons:

The Geelong Town Hall is of historical significance as Victoria's earliest surviving municipal building and for its long-serving role as a centre of local government. The Geelong Town Council has occupied the site since 1855 and the southern section has been continually used for municipal purposes since this date. The building as completed in 1917, in accordance with Joseph Reed's original design, reflects the growth of municipal governance in the State [Criterion A].

The Geelong Town Hall is of architectural significance as an early and intact representative example of a municipal building in Victoria and one of prominent Melbourne architect, Joseph Reed's, earliest designs. The southern facade, constructed in 1855, and the balance of Reed's vision, completed in 1917, demonstrates the adoption of the Renaissance Revival style in the design of an important public building and is a fine example of a classically designed town hall in Victoria [Criterion D].

3.3 Local Heritage Value

In addition to the State-level values, the Geelong Town Hall can be considered to meet Criterion G and H at a local level for the following reasons:

Criterion G Strong or special association with a particular community of cultural group for social, cultural or spiritual reasons

Geelong Town Hall is of social significance to the City of Greater Geelong for its role as the civic centre of Geelong over a long period of time. It has provided the regional community with a facility for functions and ceremonies for over a hundred years and, together with the Art Gallery and Peace Memorial, provides a setting for Geelong's major public open space, Johnstone Park.

Criterion H Special association with the life or works of a person, or group of person, of importance in Geelong's history

Geelong Town Hall has strong associations with Joseph Reed, who was a prominent and highly influential Melbourne architect from the mid-nineteenth century. Reed designed many important buildings in Melbourne, including the Public Library, Swanston Street (1853), the Melbourne Town Hall (1868) and the Exhibition Building, Carlton (1879-80). The Renaissance Revival style commonly adopted by Reed is clearly demonstrated at the Geelong Town Hall - the only known example of his work in the City of Greater Geelong.

3.4 Significant Areas and Elements

3.4.1 Introduction

To enable management of the heritage values of the Geelong Town Hall - including in the face of appropriate change - the following levels of significance have been established, based on the degree of intactness of individual elements, the integrity of spaces, and the resulting contribution they make to an understanding of the significance of the place as a whole.

This has been informed by the original 1855 (Joseph Reed) drawings of the Geelong Town Hall, held by the Geelong Heritage Collection, as well as 1917 (T D Slevin) drawings published in *Building*, and demolition, alterations and additions (Buchan, Laird & Buchan) plans, fixings and door schedules dated 1968 and held by the Geelong Heritage Collection and City of Greater Geelong.

These drawings provide useful information about the configuration and appearance of the building in 1855 and 1917 and document the changes that were made to the building in the 1960s. The significant refurbishment works that were undertaken in the 1990s have been informed by Phil Pavey, Co-ordinator Facilities Maintenance, City of Greater Geelong.

The room reference numbers used throughout this CMP accord with room numbers assigned to the existing conditions plans provided at Appendix A.

3.4.2 Level 1: Primary Significance

Areas and elements identified as being of primary significance are key to an understanding of the significance of the place and remain substantially intact from the original 1855 and later 1917 building in form and finish. These areas and elements should be conserved in their original form and the fabric retained. Any conservation or reconstruction work should be based on the principles of the *Burra Charter*.

Exterior of the Building

The exterior of the building to its south, east and north elevations reflects the original and early appearance of the Town Hall, as completed in 1917. These three elevations are regarded as being of Primary Significance.

Later non-contributory elements include the central skylight, the north elevation of the west wing addition, the rear additions to the principal Town Hall building that connect it to the west wing addition, landscaping to the east and north elevations, and universal access compliant ramps to the east and west elevations.

Interior of the Building

Extensive alterations have been made to the interior of the building over time, though the original form and layout of internal spaces within the 1855/1917 building generally remain intact and are regarded as being of Primary Significance.

Little fabric retains a high level of integrity. The exception to this is Rooms G.04, G.10, G.16 and G.17 on the ground floor; Rooms 1.10, 1.11 and 1.12 on the first floor (which retain original ceiling ornamentation); and the remnant wallpaper and extant fireplaces to Rooms 2.01, 2.03, 2.04 and 2.05 on the second floor, all of which are regarded as being of Primary Significance. The original 1855 staircase at the west end of the south wing is also considered to be of Primary Significance.

The original stair hall window, removed from its original location and presently located in the basement car park, is considered to be of Primary Significance.

3.4.3 Level 2: Contributory Significance

The only section of the building considered to have contributory significance is the facade and colonnade of the south (Little Malop Street) end of the 1968-69 west wing addition, and its internal entrance foyer. Despite internal modification of this space with the installation of partitions, original fabric has been largely retained, including the metal pan ceiling, marble-clad walls with memorial inscription and wall mural. The reinstatement of its original form and appearance is encouraged. Externally, the removal of the banded frieze connecting the west wing portico to the Art Gallery is also encouraged to reinstate the original volume of the west wing addition.

3.4.4 Level 3: Little or No Significance

These areas and elements have either been significantly altered, make no contribution to the significance of the building or are modern additions. They can be altered or adapted, although the exterior of the original building should not be adversely affected by such works.

Areas of little or no significance comprise the majority of the west wing (with the exception of the Little Malop Street entry), the linking elements between the original building and the west wing, and the paved area to the north of the Town Hall.

Specific non-contributory elements that are located within Areas of Primary Significance include:

- The foyer of the 1917 building and meeting rooms, offices and staff rooms to the west of this space (at both ground and first floor levels), which were extensively modified and refurbished in the 1960s and 1990s
- The lift between floors, inserted in the 1990s
- Modern partitioning that has been inserted into existing spaces (Rooms G.17, 1.02, 1.11, 1.24 and 2.03)

Specific non-contributory elements that are located within contributory areas include:

- Meeting room partitions that have been inserted into the Little Malop Street entry foyer of the west wing addition (1990s)

Figure 80.
Basement level
significance diagram



Figure 81.
Ground floor
significance diagram



First floor significance
diagram

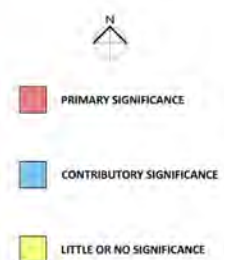


Figure 83.
Second floor
significance diagram



4 CONSIDERATIONS FOR THE DEVELOPMENT OF CONSERVATION POLICY

4.1 Introduction

A number of factors influence the development of conservation policies for a place. These include the extent and nature of significant areas and elements of the building, the physical condition of the building including necessary conservation works, user requirements, operational and management issues and the implications of statutory requirements. This chapter identifies the key issues that are relevant to – and could have a bearing on – the future management of the Geelong Town Hall.

4.2 Conservation of Cultural Significance

The Statement of Significance at Section 3 demonstrates that the Geelong Town Hall is significant for the following reasons:

The place has historical significance at a state level:

- For being Victoria's earliest surviving municipal building;
- For its long-serving role as a centre of local government; and
- For its reflection of the growth of municipal requirements in town centres outside of Melbourne.

The place has architectural significance at a state level:

- As an early, relatively intact and representative example of a municipal building in Victoria;
- As one of the earliest works of prominent Melbourne architect, Joseph Reed;
- For its demonstration of the highly suitable adoption of the Renaissance Revival style in the design of an important public building; and
- As a fine example of a classically designed town hall in Victoria.

The place also has local social significance and is significant at a local level for its association with architect, Joseph Reed.

Implications of this assessment are that the general approach to conservation of the heritage values of the Geelong Town Hall should encourage:

- If possible, the continuation of the civic function of governing Greater Geelong and celebrating the community, including allowing ongoing change to accommodate this continuity;
- Public accessibility to key spaces and participation in events;
- The retention of the external appearance of the building principally as completed in 1855 and 1917, including the selection of an appropriate paint colour scheme to reflect the building as completed at the end of this period, and fixtures such as the foundation stone, bronze lions and memorial plaques.
- The retention of those internal areas and features that are of Primary Significance;
- The retention of the formal street address to Gheringhap Street; and
- The retention of the building, in combination with the Art Gallery and Peace Memorial, as a backdrop of classical architecture to Johnstone Park.

The levels of significance as identified and recorded in Section 3 of this CMP should inform and guide future development and use of the building, including its component parts and its surrounds.

4.3 Condition of the Fabric

The condition of existing fabric – particularly original fabric – and weatherproofing elements such as roofs and external openings, impacts on the ongoing conservation of a heritage place.

A site inspection of the Geelong Town Hall was undertaken by GJM Heritage on 5, 6 and 7 March 2019 to review the condition of the building fabric. This inspection involved visual assessment only and did not include physical investigation of the heritage fabric. The site was accessed from basement level (internally) except for five rooms in the carpark of the west wing (photographs of these spaces were provided by Council in June 2019), ground-level (internally and externally), first floor (internally) and second floor (internally). The roof was not inspected.

In general, the exterior and interior of the building are in very good condition. This is assisted by an annual condition review, production of a Building Element Condition Report, and regular maintenance by COGG.

Noted damage is minor and includes the following:

Exterior

- Cracking to the upper south façade
- Minor cracking and repair work to upper cornice
- Glass brick damage to west wing.

Interior

- Minor cracking to walls (B.13-16, 2.03-05), ceilings (1.10-12) and cornice (2.01-02)
- Water damage to suspended ceilings (G.24-25, 1.16-18) and plaster ceiling (2.01-02)
- Loose suspended ceiling panels (G.11 G.16-18)
- Minor damage to skirtings (G.41, 1.20).

4.4 Use and Managing Change

In order for heritage places to survive for future generations, it is important that they maintain a viable use. The Geelong Town Hall has continuously operated as a town hall since its construction in 1855, accommodating council chambers and municipal offices. During this time a number of external and internal changes have occurred to facilitate the continued use of the building for council purposes.

This CMP recognises that the building's use may change in the future, particularly in light of the proposed new civic development opposite Johnstone Park. However, an important heritage value of the place lies in its long and continuous use as a municipal building and retention of some municipal function, and public accessibility, is strongly encouraged.

Other future uses of the Town Hall which do not adversely impact on the significance of the place, and which preferably allow the interpretation of its former use, may be acceptable.

Key redevelopment opportunities for the Town Hall occur in the following areas:

- Interior alteration: changes to internal layouts, spaces and furnishings are possible due to the generally low significance of the interior; and
- Additions, which are the only reasonable means of increasing the floor area.

4.5 Movable Objects and Features

The large stained-glass window, originally located above the stairwell of the foyer as completed in 1917, remains intact and is currently stored in the basement of the Town Hall (Figure 84). It would be appropriate to conserve this object and place it on display in an acceptable setting, preferably within the Town Hall building, where it can best be appreciated by the public.

Two fixtures retained in the Little Malop Street entrance foyer of the 1960s west wing include a contemporaneous mural by Robert Ingpen and an inscribed marble panel detailing the opening of the west wing. Retention of these two elements is encouraged either in situ or within the Town Hall building.



Figure 84.
Stained-glass window
showing detail of
the coat of arms and
decorative border.

4.6 Accessibility and Amenities

The building is universal-access compliant for its current public use. Modifications have been made to the building to provide external ramps at the Gheringhap Street and Malop Street entrances and an internal lift has been installed to provide access to all levels of the current building.

4.7 Statutory Requirements

4.7.1 *Heritage Act 2017*

The Geelong Town Hall is included in the VHR as Heritage Place H0184. The following works and activities can be undertaken without a permit:

Exterior - 1855 Building and 1917 Building

- Minor patching, repair and maintenance which replaces like with like.
- Removal of non-original items such as air conditioners, pipe work, ducting, wiring, antennae, aerials etc and making good.
- Installation or repair of damp-proofing by either injection method or grouted pocket method.
- Painting of previously painted surfaces provided that preparation or painting

- does not remove the original paint or other decorative scheme.
- Removal of non-original glazing to windows, and replacement with clear or plain opaque glass.

Exterior - 1968/69 Building

- All repair and maintenance works to the 1968.69 building which replaces like with like (including replacement of doors, windows, roofing material and the like).
- Repair, removal or replacement of all services including security, water, sewerage, heating/cooling, rainwater goods and the like.

Interior - 1855 Building and 1917 Building

- Minor patching, repair and maintenance which replaces like with like.
- Painting of previously painted walls and ceilings provided that preparation or painting does not remove original paint or other decorative scheme.
- Installation, removal or replacement of non-original carpets and/or flexible floor coverings.
- Installation, removal or replacement of non-original curtain tracks, rods and blinds.
- Installation, removal or replacement of hooks, nails and other devices for the hanging of mirrors, paintings and other wall mounted art.
- Demolition or removal of non-original stud/partition walls, suspended ceilings or non-original wall linings (including plasterboard, laminate and Masonite), non-original glazed screens, non-original flush panel or part-glazed laminated doors, aluminium-framed windows, bathroom partitions and tiling, sanitary fixtures and fittings, kitchen wall tiling and equipment, lights, built-in cupboards, cubicle partitions, computer and office fitout and the like.
- Refurbishment of existing bathrooms, toilets and kitchens including removal, installation or replacement of sanitary fixtures or associated piping, mirrors, wall and floor coverings.
- Removal of non-original tiling or concrete slabs in wet areas provided there is no damage to or alteration of original structure or fabric.
- Installation, removal or replacement of ducted, hydronic or concealed radiant type heating provided that the installation does not damage existing skirtings and architraves and that the central plant is concealed, and is done in a manner not detrimental to the cultural heritage significance of the place.
- Installation, removal or replacement of electrical wiring provided that all new wiring is fully concealed and any original light switches, pull cords, push buttons or power outlets are retained in-situ. Note: if wiring original to the place was carried in timber conduits then the conduits should remain in -situ.
- Installation, removal or replacement of public address systems, detectors, alarms, emergency lights, exit signs, luminaries and the like on non-decorative plaster surfaces.
- Installation, removal or replacement of bulk insulation in the roof space.
- Installation of plant within the roof space.
- Installation of honour boards and the like.
- Removal or installation of notice boards.
- Installation of new desks, built-in cupboards and the like in existing office spaces providing no alteration to the structure is required.
- Replacement, repair and upgrades of existing compactuses.
- Removal of non-original door and window furniture including, hinges, locks, knobsets and sash lifts.

Interior - 1968/69

- All internal alterations that do not impact on the structure of the building or the mural in the entrance foyer.

External service corridor at the western end of the 1968-69 Wing

- Maintenance, replacement and installation of electrical, water, IT, fire, rubbish disposal, air-conditioning, heating, security and other necessary building services.

Landscape

- Repairs and maintenance to existing landscaping surrounding the heritage place.
- The processes of gardening and maintenance of existing shrubs, trees and plants.

Public Safety and Security

- The erection of temporary security fencing, scaffolding, hoardings or surveillance systems to prevent unauthorised access or secure public safety which will not adversely affect significant fabric of the place provided that temporary structures are removed within 30 days of erection.
- Emergency building stabilisation (including propping) necessary to secure safety where a site feature has been irreparably damaged or destabilised and represents a safety risk. Note: urgent or emergency site works are to be undertaken by an appropriately qualified specialist such as a structural engineer, or other heritage professional.

Signage and Site Interpretation

- The erection of non-illuminated signage for the purpose of ensuring public safety which will not adversely affect significant fabric or obstruct key views to the place. Note: signage and site interpretation products must be located and be of a suitable size so as not to obscure or damage significant fabric of the place, and signage and site interpretation products must be able to be later removed without causing damage to the significant fabric of the place. The development of signage must be consistent in the use of format, text, logos, themes and other display materials.

Permit exemptions can also be sought from the Executive Director, Heritage Victoria, for specific work that is assessed as having no negative impact on the significance of the affected fabric.

All other works require a permit from the Executive Director, Heritage Victoria.

4.7.2 Greater Geelong Planning Scheme

The site is located in an Activity Centre Zone (ACZ), Schedule 1 of the Greater Geelong Planning Scheme. A planning permit triggered by the Heritage Overlay is not required for the Town Hall; however, a permit for use and development triggered by the ACZ or other matters must be obtained from Council.

4.7.3 Building Regulations

All works over \$5,000 in value are subject to the provisions of the National Construction Code (NCC) formerly the Building Control Australia (BCA). A building permit will be required from Council's Building Surveyor or an accredited private Building Surveyor for such works.

4.7.4 Disability Discrimination Act 1992

The building is required to conform with the requirements of the *Disability Discrimination Act 1992*, particularly with regard to universal access and the provision of amenities for disabled persons.

4.8 Management and Operations

The Geelong Town Hall is currently owned and managed by COGG. To ensure appropriate future use and development, the current owner – and all future owners and tenants – should be made aware of this CMP and its contents, and the statutory requirements under the *Heritage Act 2017*.

5 CONSERVATION POLICY

5.1 Introduction

The conservation policies that follow identify the objectives and actions required to retain the heritage values of the Geelong Town Hall into the future. They provide guidance for current and future owners and tenants of the Town Hall in relation to the use and development of the place within the framework of its established cultural heritage significance. The development of the following policies is based on the assessment of cultural heritage significance outlined in Section 3 of this CMP and informed by the issues, constraints and opportunities identified in Section 4.

The overall objectives of the conservation policies are to:

- maintain the cultural heritage significance of the building and its setting;
- maintain and conserve the original and early building fabric;
- enhance the presentation of the building and its physical condition;
- appropriately conserve significant spaces and other elements to enhance the appearance and understanding of the building;
- identify potential compatible uses for the building and manage future development to accommodate these uses;
- manage the conservation of the building;
- comply with statutory heritage controls; and
- work within the best practice heritage framework established by the *Burra Charter*.

5.2 General Conservation Policies

5.2.1 Approach

Policy 1 Best Practice Heritage Management
The conservation and management of the Geelong Town Hall should be undertaken in accordance with the Burra Charter, which reflects best practice heritage management in Australia.

Objective
To provide an appropriate framework for the conservation, development and future use of the Geelong Town Hall.

Policy Basis
An understanding of best practice heritage management is required to appropriately manage the heritage place into the future.

5.2.2 Cultural Heritage Significance

Policy 2 Cultural Heritage Significance
The cultural heritage significance of the Geelong Town Hall should be used as the basis for deciding how to manage the place and for all future conservation planning.

Policy 3 Levels of Significance
Decisions about the future use and development of the building and its component parts should be based on the relative Levels of Significance defined and applied in Section 3.3 of this CMP.

Objective
To provide an appropriate framework for the conservation, development and future use of the Geelong Town Hall and to ensure the cultural heritage significance of the place is maintained.

Policy Basis
An understanding of the cultural heritage significance of the place is required to

appropriately manage the heritage place into the future. The assessment of cultural heritage significance and the Statement of Significance presented in this CMP clearly define the cultural heritage significance of the place and should be used to guide decision-making.

5.2.3 Conservation and Maintenance

Policy 4 Conserve the Heritage Place

Works to conserve the heritage place should be prioritised and a schedule of conservation works developed. Areas and elements identified as being of Primary Significance should be accorded the highest conservation priority. Preservation, restoration and reconstruction works (in that order) are the preferred conservation actions. Removal of later, non-contributory elements from areas of primary and contributory significance, such as dropped ceilings and partition walls, is encouraged.

Policy 5 Maintain the Heritage Place

Ongoing maintenance of the heritage place should focus on conserving heritage spaces and elements identified as being of Primary and Contributory Significance to the heritage place and ensuring the place is watertight and weatherproof. The existing annual Building Elements Condition Report should continue to be undertaken in conjunction with regular and timely maintenance.

Policy 6 Retain Records

Records of all conservation, maintenance and new works should be maintained by the owner and be made available to future owners and tenants.

Objective

To ensure the Geelong Town Hall is appropriately conserved and maintained.

Policy Basis

It is recognised that the Geelong Town Hall has a range of heritage values embodied in the appearance, fabric and spaces of the building and that these values should be conserved.

Regular maintenance and repair are vital for the retention of heritage fabric and the significance embodied in it. Regular inspection and maintenance of the building should therefore be part of the management of the place to ensure damage and deterioration to existing significant fabric is avoided or minimised to the greatest extent possible. Regular inspection and maintenance of the building, such as the existing Annual Building Elements Condition Report, should therefore be part of the ongoing management of the place. Any works or changes to the place should be recorded and retained in a permanent archive that can be made available as required.

5.2.4 Heritage Expertise

Policy 7 Specialist advice and expertise

Any repairs or conservation of heritage fabric should be undertaken by people with relevant experience and expertise. Expert heritage advice is to be obtained when staff or contractors do not have the necessary skills or experience. Paint analysis should be undertaken by people with relevant experience in the field to ascertain an appropriate colour scheme for the place.

Objective

To ensure the Geelong Town Hall is appropriately conserved and its cultural heritage significance is maintained, including an appropriate colour scheme which reflects the completion of the building in 1917.

Policy Basis

The repair of significant fabric demands specialist skills and experience. Inappropriate

work to fabric may not only result in damage, but can also cause more substantial problems in the long term. There will be times when heritage conservation issues arise that are outside the experience of those doing works to the building. In these cases, expert heritage advice should be obtained.

5.2.5 Setting and Visual Presentation

Policy 8 Setting

An appropriate visual setting for the Geelong Town Hall should be maintained. Any new works should not adversely affect the setting or the prominence of the 1855/1917 building, particularly from Johnstone Park, Gheringhap Street and Little Malop Street. The design of any new structures to the rear (west) of the 1855/1917 building should reflect the character of the original building, including its form, scale, colour, texture and materials. New works to the rear of the 1855/1917 building should be clearly distinguishable from original fabric and respect the free-standing nature of the Geelong Town Hall.

Policy 9 Visual Presentation

New plant and services should be recessive and non-obtrusive. Ideally these elements should be hidden from public realm views and, where this is not possible, should be minimised and sensitively screened.

Policy 10 Landscaping

Landscaping should provide an appropriate setting and ensure that the building remains highly visible within its context. Open space to Gheringhap Street should be maintained and re-instatement of soft landscaping in the location of the paved plaza to the north of the Town Hall, as evident in early photographs, is acceptable.

Objective

To maintain an appropriate setting and physical context for the Geelong Town Hall.

Policy Basis

The Geelong Town Hall is a prominent building at the corner of Gheringhap and Little Malop streets, which overlooks Johnstone Park to the north. It was designed to be visible to the two key street frontages and broad views of the building within its setting are part of its architectural expression. Views of the Town Hall from the north, east and south are important and have been regularly recorded in photographs in the nineteenth and twentieth centuries. This setting should be maintained.

Photographs also show that the Town Hall was designed as a free-standing building and remained as such until construction of the west wing in 1968-69, which linked the building with the adjacent Art Gallery. With the exception of the Little Malop Street end, the west wing is considered to have little heritage significance. If demolition occurs in the future, any new work to the rear of the 1855/1917 building should respect the free-standing nature of the building and any connection should be clearly distinguishable from the 1855/1917 building. If the west wing is retained, removal of the existing section between the west wing and the Art Gallery is encouraged.

The paved plaza to the north of the Town Hall is identified as an element of little or no significance and earlier photographs demonstrate that this area was landscaped with manicured lawns and low-lying plantings prior to the introduction of the hard paving in 1968-69. It would be acceptable to retain or modify this paved area, or to reinstate a landscaped setting in this location.

The open space to Gheringhap Street should also be maintained, although the arrangement of hard and soft landscaping, and the materials and finishes may be changed.

5.2.6 Moveable Objects and Fixtures

Policy 11 **Moveable objects and fixtures**

The stained-glass window, currently stored in the basement of the Geelong Town Hall, should be conserved and reinstated in an appropriate setting within the Town Hall building where it can be best appreciated by the public.

The 1960s mural by Robert Ingpen in the original foyer of the 1968-69 western wing should be retained either in situ or within the Town Hall building and conserved in an appropriate manner. If retained in situ, the recently installed partitioning in the former foyer should be removed to provide a clear view of the mural from the public realm.

The memorial marble panel in the original foyer of the 1968-69 entrance foyer should be retained either in situ or within the Town Hall building and conserved in an appropriate manner. If retained in situ, the recent partitioning in the former foyer should be removed to provide a clear view of the panel from the public realm.

The bronze lion statues located at the entrance to Town Hall on Gheringhap Street should be retained in situ and conserved in an appropriate manner.

The brass plaques attached to the base of the entrance columns facing Gheringhap Street should be retained either in situ or within the Town Hall building and conserved in an appropriate manner.

The foundation stone and time capsule should be retained in situ and conserved in an appropriate manner.

Any repairs to these objects and fixtures should be undertaken or overseen by people with relevant experience and expertise.

Objectives

To ensure that objects and fixtures that are associated with the history of the Geelong Town Hall are retained within their historic context.

Policy Basis

Objects and fixtures which are associated with the history of the building form part of its cultural significance.

Any restoration work to the above items should only be undertaken by experienced conservation experts and only after an assessment of the condition of the item has been made.

5.2.7 Use

Policy 12 **Primary Use**

The primary use of the Geelong Town Hall should be compatible with its significance as identified in the Statement of Significance. It is preferable that a civic function, associated with governance and the celebration of the Greater Geelong community and its culture, is retained within the building, particularly in the highly intact 1917 ground floor rooms, and that parts of the building remain publicly accessible.

Policy 13 **Compatible uses**

The building – or parts of the building – may be put to a use (or uses) that are consistent with the following considerations:

- *Require the least disruption to the significant fabric of the place and its setting;*
- *Do not require significant alteration of internal spaces identified as being of primary significance;*
- *Potentially support or are complementary to uses in the vicinity of the building (including the Art Gallery, Library and Heritage Centre, Johnstone Park);*
- *Ensure the continued viability of the building; and*
- *Continue significant associations of the place.*

Objectives

To ensure that future uses are compatible with the cultural heritage significance of the Geelong Town Hall and will maintain and enhance the heritage values of the place.

Policy Basis

The place has operated continuously as a town hall, council chambers and municipal offices for the City of Geelong since its construction in 1855. This long-term association is a key component of its historical value and it is preferable that a municipal use and association is retained in some capacity. Public accessibility to parts of the building is strongly encouraged.

Other future uses of the Town Hall which do not adversely impact on the significance of the place, and preferably allow the interpretation of its former use, may be acceptable.

5.2.8 Development, Demolition and Alteration

Policy 13 Development, Demolition and Alteration generally

Any changes to the Geelong Town Hall to allow for the ongoing use of the place should be necessary, distinguishable and when possible, reversible.

Policy 14 Works to Areas and Elements of Primary Significance

Works to areas and elements identified as being of Primary Significance in Section 3.3 of this CMP should be limited to those that are either part of a conservation program (reinstatement/reconstruction), required for code compliance, or enable the ongoing use and conservation of the place. Expert heritage advice should be sought to guide the design of new works.

Policy 15 Works to Areas and Elements of Contributory Significance

Where possible, works to the Little Malop Street entry of the west wing, identified as being of Contributory Significance in Section 3.3 of this CMP, should include the removal of later internal partitioning. If possible, the external continuation of the original banded frieze to the west, connecting the Art Gallery over the vehicle accessway, should be removed to reinstate the cuboid form of the west wing as it presents to the street.

Policy 16 Works to Areas and Elements of Little or No Significance

Where possible, work should be concentrated in areas identified as being of Little or No Significance in Section 3.3 of this CMP.

Elements of Little or No Significance can be removed or internally altered without impacting the heritage significance of the place. This includes demolition of non-significant interiors and the 1968/69 addition (except the southern portion as indicated in Figure 81).

Policy 17 Roof

The installation of roof-mounted plant and equipment should be concealed from key public realm views of the Town Hall. If the visibility of roof-mounted plant and equipment is unavoidable it should be screened.

Policy 18 Building Services

Installation and upgrade of services should minimise impact to significant fabric. The number and extent of penetrations in areas and elements identified as being of Primary or Contributory Significance should be minimised or concealed where possible.

Objective

To provide for the appropriate adaption of the Geelong Town Hall to enable ongoing use and conservation of the place.

Policy Basis

To allow for the ongoing use and conservation of the Geelong Town Hall, some changes to the place are likely to be required. These changes should be designed to minimise the impact on the cultural heritage significance of the place. The following principles should be followed when considering or undertaking new works:

- Necessity – only changes that enable the ongoing historic or compatible use of the place should be made.
- Visibility – the change should be readily discernible as new work and not disguised as original fabric or form.
- Reversibility – consideration should be given to how new works could be reversed in the future with minimal damage to the original form and fabric.

Reference is made to the levels of significance identified in Section 3. The majority of the exterior of the building is of Primary Significance, with the exception of the 1968-69 west wing addition, which is predominantly of no heritage significance.

Internal areas identified as being of Primary Significance relate to the original 1855 and 1917 periods of construction and reflect the original and early physical appearance of the building. All areas and elements determined to be of Primary Significance are substantially intact to this period and embody the heritage values of the place.

The 1968-69 Little Malop Street west wing entry (external and internal) is the only element considered to be of Contributory Significance to the place. This includes the external form and the internal foyer space, including a mural above the north wall and a memorial marble wall panel on the east wall.

The Town Hall roof has been reclad and accommodates heating, ventilation and air conditioning plant and equipment. The roof does not play a major role in the presentation or significance of the building and there is scope for changes to roof-mounted plant and equipment, provided these changes are designed to minimise the impact on the cultural heritage significance of the place and are concealed from key public realm views to the building.

Services upgrades and installations are required to support the ongoing use of the building. Where these are required, fixtures should consider internal features and fabric of Primary Significance and should be installed in locations that do not impact or detract from historic fabric.

5.2.9 Interpretation

Policy 19 Interpretation

Appropriate means of interpreting the heritage significance of the building for users and visitors should be developed.

Interpretation should be publicly accessible and designed to complement the building. Physical installations should avoid damage/fixing into significant fabric. It should not obscure or detract from the building itself. A person with heritage interpretation expertise should be engaged to assist.

Objectives

To clearly convey the heritage significance of the Geelong Town Hall to a broad audience in an interesting and engaging manner.

Policy Basis

Interpretation of the place enables the heritage values of the Geelong Town Hall to be conveyed to, and appreciated by, a broad audience and there is an opportunity to enhance understanding of the place through the implementation of interpretation

on site. Interpretation should be developed as part of any adaptive reuse proposals for the building. The implementation of non-physical interpretation ie. phone apps, website etc., is encouraged.

5.2.10 Signage

Policy 20 Signage

External and internal signage, particularly building mounted signage, should be kept to a minimum, should respect the heritage place in terms of size, colour and material, and be located sensitively to ensure the heritage significance of the place is not obscured or compromised. It is preferable that signage be freestanding/not fixed to heritage fabric. Prior to approval of new uses for the building, a signage strategy and management plan should be developed which considers the design, location and cumulative impact of new signage.

Less invasive signage, such as flags, banners, and/or adhesive window films is encouraged.

Objectives

To ensure that any future external and internal signage considers the heritage significance of the place.

Policy Basis

External signage should not detract from the heritage place. Where required, it should be kept to a minimum, be installed in such a way that it does not damage heritage fabric, be located so that it doesn't unreasonably obscure or conceal heritage fabric, and be designed in a way that is sensitive to the heritage place.

Signage installations should be reversible where applicable and, where practical, mountings or fixings should be re-usable and/or replacement or new signage should be designed to re-use existing fixings.

5.2.11 Statutory Approvals

Policy 21 Approvals

Heritage Victoria and/or the City of Greater Geelong's Heritage Advisor should be consulted prior to commencing any works and relevant approvals obtained.

The City of Greater Geelong should be consulted prior to commencing a new use and relevant approvals obtained, where required.

Objectives

To ensure that appropriate approvals are provided prior to new works and new uses commencing.

Policy Basis

All internal and external works to the place, including repair and conservation works, require approval from the Executive Director, Heritage Victoria, unless the works are covered by a permit exemption. Heritage Victoria should be consulted prior to commencing works to determine whether/what type of approval is required.

Uses, as well as specific works such as the erection of signage/advertising, require approval from the City of Greater Geelong. The City of Greater Geelong should be consulted prior to commencing works or establishing a new use to determine whether approval is required.

5.2.12 Management

Policy 22 Management

All current and future owners and occupants, as well as those connected with the use, development and ongoing maintenance of the heritage place should be provided with a copy of this CMP.

The ongoing management of the place should be undertaken in a manner that is consistent with this CMP and which allows the conservation policies to be implemented.

Objectives

To ensure that the cultural heritage significance of the Geelong Town Hall and responsibility for its conservation are clearly understood by all those connected with the use, development and maintenance of the place.

Policy Basis

It is important that this CMP is widely distributed and understood by all those connected with the use, development and ongoing maintenance of the place. This includes the current owner and all future owners and occupants of the building.

5.2.13 Adoption and Review

Policy 23 Adoption of the CMP

Current and future owners of the Geelong Town Hall should adopt this CMP as a key tool in managing the heritage place.

Policy 24 Distribution of the CMP

The current owners should provide a copy of the adopted CMP to all future owners, tenants, contractors and individuals involved in managing and maintaining the place and all those organisations responsible for making decisions in respect of the place (including Heritage Victoria and the City of Greater Geelong).

Policy 25 Review of the CMP

This CMP should be reviewed on a regular basis, preferably at least once every ten years. The CMP should also be reviewed in the following circumstances:

- *a substantial change in the use of the place*
- *a change in ownership*
- *a change in the statutory framework for managing the place*
- *a substantial change to the fabric of the place, including through damage or new development.*

If new material is found it should be incorporated into the CMP and if necessary revisions made to the conservation policies.

Objectives

To ensure that the CMP is adopted as a key management tool for the place and that provision is made for its regular review to allow for new information and changed circumstances.

Policy Basis

The CMP sets out a clear strategy for managing the place in a manner that maintains its cultural heritage significance. It is a key document that should be used when considering future works to the place.

A change in circumstances surrounding the place (including a new owner, new use, new statutory framework or change to the building) should trigger a review of the CMP. New material, including photographs and drawings, may be located in the future and may impact on the heritage significance of the place and therefore the current conservation policies. Adoption, implementation and periodic review of the CMP will ensure that the cultural heritage significance of the place is maintained into the future.

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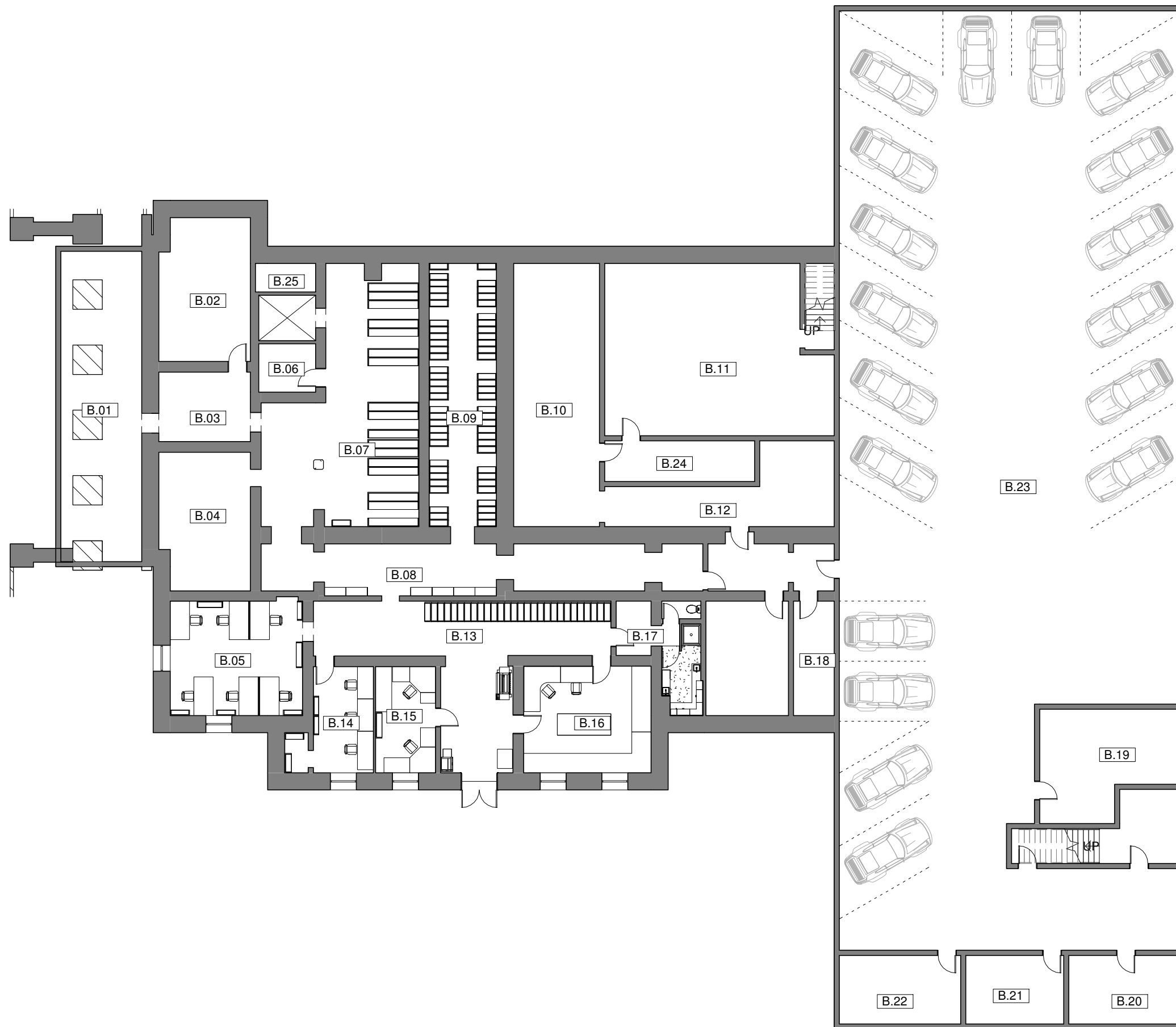
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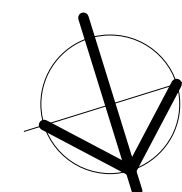
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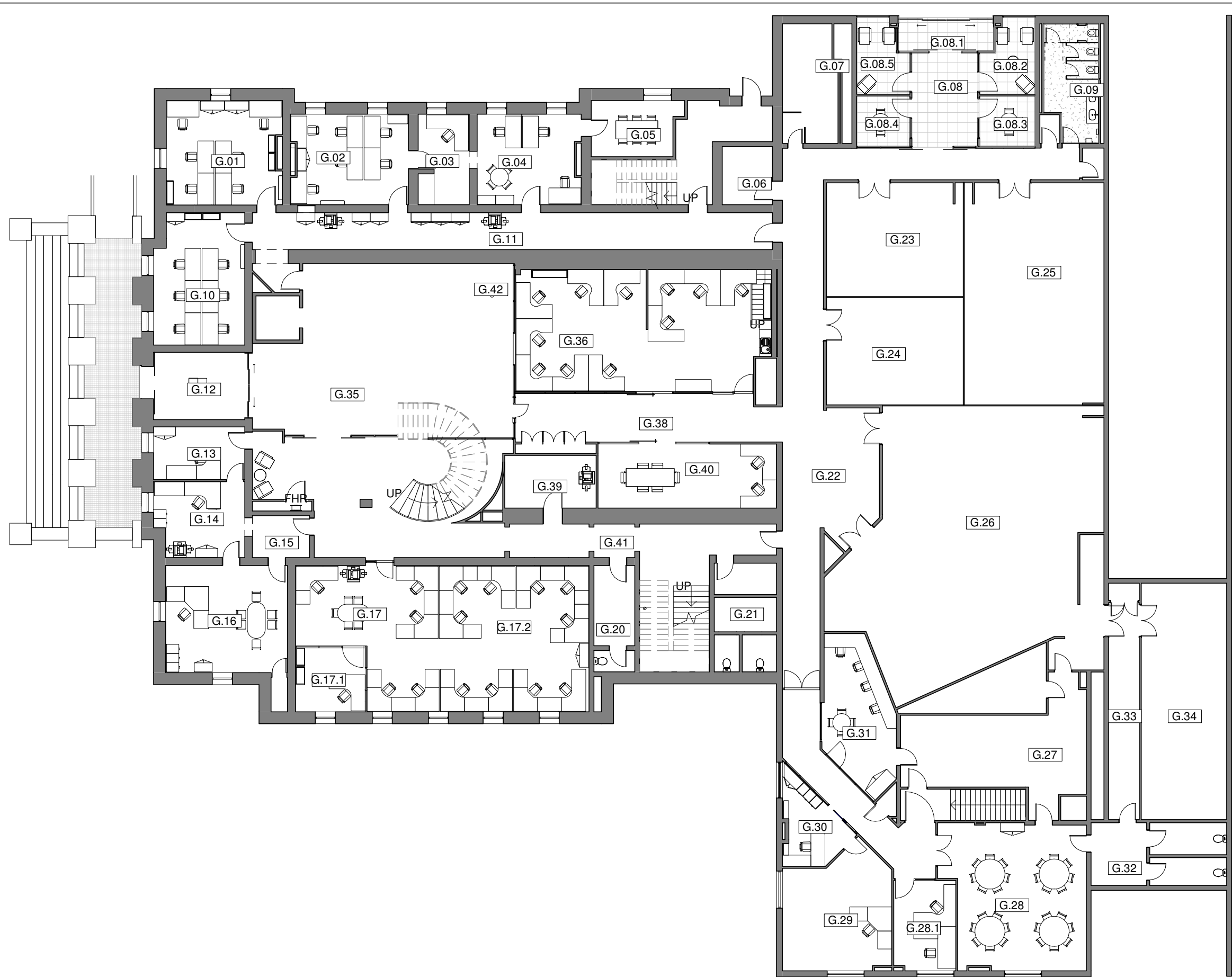
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APPENDIX A - EXISTING CONDITIONS PLANS

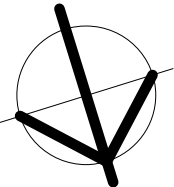


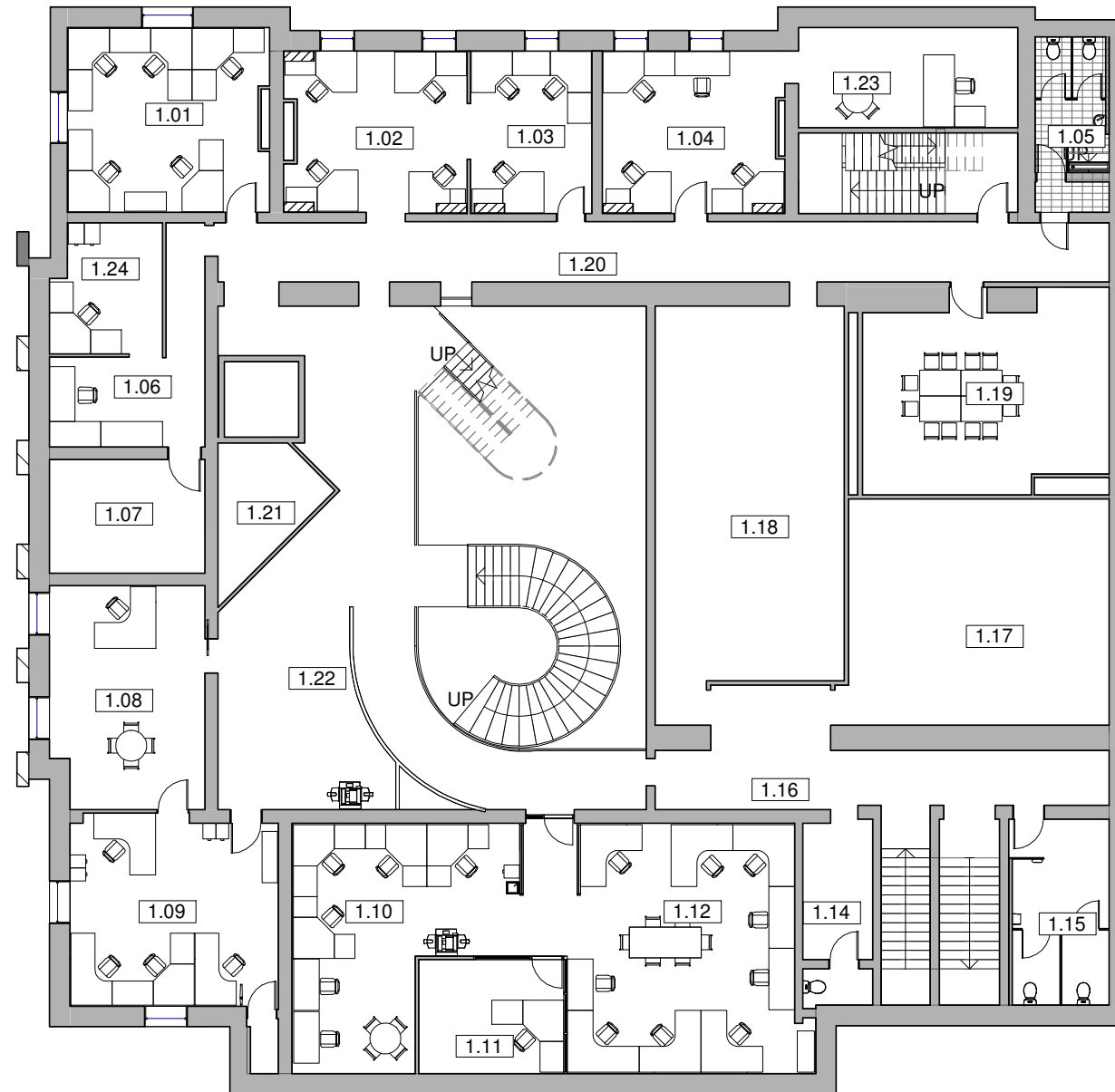
BASEMENT ROOM SCHEDULE		
Number	Name	Area
B.01	FILE STORE	45 m ²
B.02	FILE STORE	28 m ²
B.03	FILE STORE	14 m ²
B.04	FILE STORE	27 m ²
B.05	OPERATIONS OFFICE	33 m ²
B.06	FILE STORE	6 m ²
B.07	FILE STORE	70 m ²
B.08	PASSAGE WAY	61 m ²
B.09	Room	39 m ²
B.10	STORE	49 m ²
B.11	PLANT ROOM	85 m ²
B.12	STORE	28 m ²
B.13	Room	54 m ²
B.14	OFFICE	14 m ²
B.15	OFFICE	14 m ²
B.16	Mail Room	29 m ²
B.17	KITCHEN / BATHROOM	14 m ²
B.18	STORE	10 m ²
B.19	Room	30 m ²
B.20	Room	17 m ²
B.21	Room	15 m ²
B.22	Room	18 m ²
B.23	CAR PARK	647 m ²
B.24	Room	13 m ²
B.25	FILE STORE	4 m ²
Grand total		1362 m ²



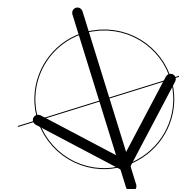


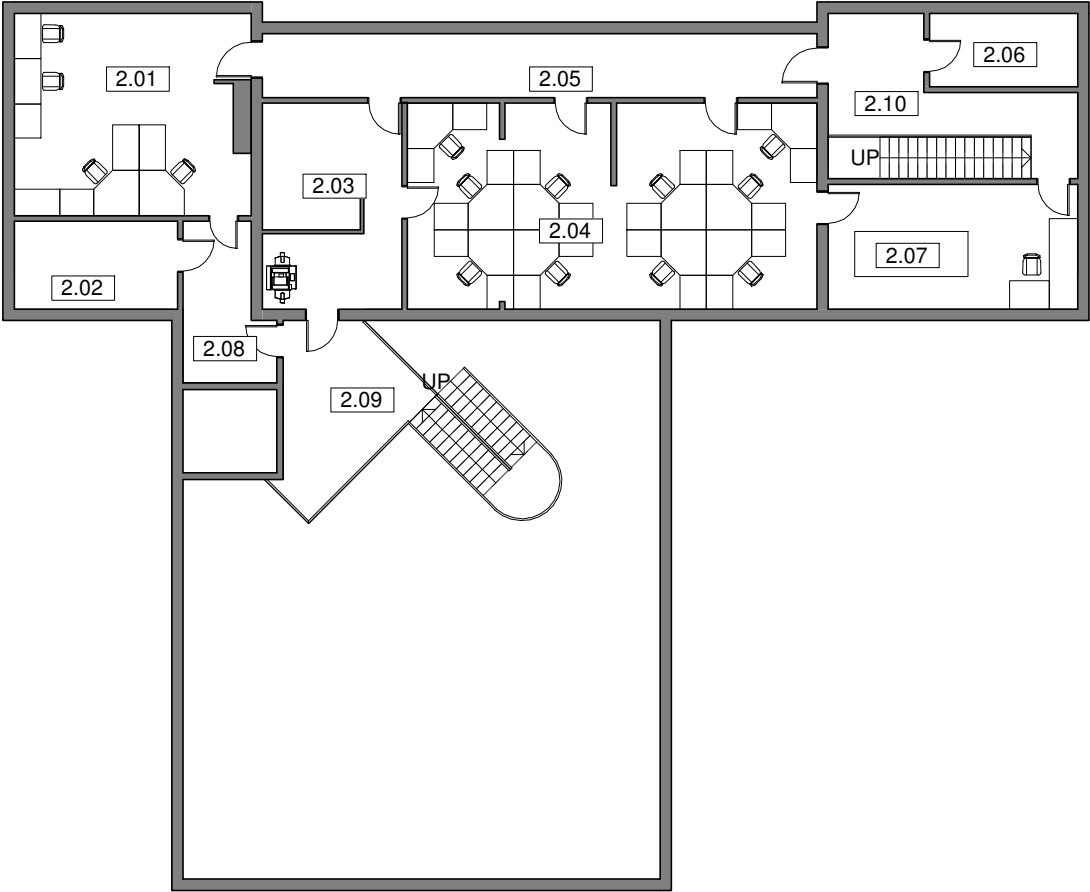
GROUND ROOM SCHEDULE		
Number	Name	Area
G.01	LEGAL	30 m ²
G.02	OFFICE	26 m ²
G.03	OFFICE	11 m ²
G.04	OFFICE	23 m ²
G.05	EXEC MGR	12 m ²
G.06	ROOM	7 m ²
G.07	MENS W/C	16 m ²
G.08	ENTRY	15 m ²
G.08.1	MEETING ROOM	6 m ²
G.08.2	MEETING ROOM	9 m ²
G.08.3	MEETING ROOM	7 m ²
G.08.4	MEETING ROOM	5 m ²
G.08.5	MEETING ROOM	7 m ²
G.09	FEMALE WC	15 m ²
G.10	GOVERNANCE	29 m ²
G.11	PASSAGE WAY	48 m ²
G.12	ENTRY	15 m ²
G.13	WAITING AREA	12 m ²
G.14	EA OFFICE	16 m ²
G.15	Room	6 m ²
G.16	CEO	33 m ²
G.17	MARKETING	48 m ²
G.17.1	EXEC MGR	11 m ²
G.17.2	MEDIA	47 m ²
G.18	OFFICE	0 m ²
G.19	Room	0 m ²
G.20	Room	11 m ²
G.21	Room	17 m ²
G.22	PASSAGE WAY	115 m ²
G.23	MEETING ROOM	39 m ²
G.24	MEETING ROOM	37 m ²
G.25	MEETING ROOM	77 m ²
G.26	MEETING ROOM	160 m ²
G.27	KITCHEN	40 m ²
G.28	Room	50 m ²
G.28.1	COUNCIL LIASON	14 m ²
G.29	OFFICE	30 m ²
G.30	COUNCIL LIASON	12 m ²
G.31	OFFICE	24 m ²
G.32	Room	21 m ²
G.33	Room	17 m ²
G.34	Room	50 m ²
G.35	FOYER	165 m ²
G.36	MAYOR & COUNCIL SUPPORT	76 m ²
G.38	Room	32 m ²
G.39	Print Room	12 m ²
G.40	OFFICE	29 m ²
G.40.1	MONITOR	0 m ²
G.41	PASSAGE WAY	21 m ²
G.42	OFFICE	8 m ²
Grand total		1510 m ²



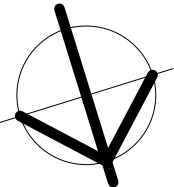


LEVEL 1 ROOM SCHEDULE		
Number	Name	Area
1.01	HR ASSIST	31 m ²
1.02	STRATEGY & PERFORMANCE	25 m ²
1.03	STRATEGY & PERFORMANCE	17 m ²
1.04	STRATEGY & PERFORMANCE	25 m ²
1.05	MALE WC	8 m ²
1.06	HR ASSIST	16 m ²
1.07	IT SERVER	15 m ²
1.08	EXEC MGR	29 m ²
1.09	WP RELATIONS	35 m ²
1.10	HRBP	45 m ²
1.11	OFFICE	14 m ²
1.12	LEARNING & CULTURE	48 m ²
1.14	MALE WC	11 m ²
1.15	FEMALE WC	16 m ²
1.16	PASSAGE WAY	29 m ²
1.17	STAFF ROOM	51 m ²
1.18	MEETING ROOM 1	62 m ²
1.19	MEETING ROOM	39 m ²
1.20	PASSAGE WAY	48 m ²
1.21	VOID	10 m ²
1.22	FOYER	80 m ²
1.23	EXEC MGR	19 m ²
1.24	HR ASSIST	12 m ²
Grand total		685 m ²





LEVEL 2 ROOM SCHEDULE		
Number	Name	Area
2.01	OFFICE	33 m ²
2.02	ROOF ACCESS	10 m ²
2.03	BREAK OUT	20 m ²
2.04	OFFICE	59 m ²
2.05	Room	25 m ²
2.06	Room	8 m ²
2.07	OFFICE	22 m ²
2.08	Room	9 m ²
2.09	LANDING	17 m ²
2.10	Room	20 m ²
Grand total		221 m ²



APPENDIX B - NATIONAL TRUST CITATION

Victorian Heritage Database Report

Report generated 09/04/19



Town Hall



B3011 Geelong Town Hall

Location

30 Gheringhap Street, GEELONG, GREATER GEELONG CITY

Municipality

GREATER GEELONG CITY

Level of significance

State

Victorian Heritage Register (VHR) Number

H0184

Heritage Listing

National Trust

Statement of Significance

Last updated on - July 19, 2005

One of the oldest surviving public buildings by Joseph Reed and very rare in Victoria as an essay in the Greek Revival, albeit not a thoroughgoing one.

The south facade to Little Malop Street was completed in 1855 and it consists of five giant order Greek Ionic columns set in antis between two flanking pavilions, each with pairs of plain-faced giant order pilasters with Corinthian capitals of the form used in the only fifth century Greek example, the Temple of Apollo Epikourios at

Bassai.

Above is a shallow stepped lintel and a frieze which is mainly plain but with sections of Greek fret in the pavilions, then above this again a dentillated cornice and a balustraded parapet which is the major solecism of this facade. The east and south fronts were completed in 1913-1917, the former with a hexastyl ionic portico and in conformity with Reed's design, but the latter diverging from the original facade by projecting the colonnade beyond the pavilions, and with inferior detailing carried out in cement rather than freestone.

Classified: 08/02/1968

Hermes Number 68244

Property Number

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 data owner.

For further details about Heritage Overlay places, contact the relevant local council or go to Planning Schemes Online <http://planningschemes.dpcd.vic.gov.au/>