

people place heritage

CONTEXT

GREYHOUND HOTEL CULTURAL HERITAGE VALUES ASSESSMENT

1 Brighton Road, St Kilda

March 2017

Prepared for
City of Port Phillip



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Report Register

This report register documents the development and issue of the report entitled *Greybound Hotel Cultural Heritage Values Assessment* undertaken by Context Pty Ltd in accordance with our internal quality management system.

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1 INTRODUCTION

1.1 Background

The Greyhound Hotel (‘the Hotel’/‘the Greyhound’) at 1 Brighton Road, St Kilda, is not currently covered by a Heritage Overlay under the Port Phillip Planning Scheme.

As there is no heritage control on the Hotel, no planning permit is required for its demolition. A building permit for demolition was issued by a private building surveyor dated 22 June 2016.

A planning permit application was lodged on 22 July 2016, for amongst other matters, an eight storey building, five shops, 43 dwellings and 61 basement car spaces. During the public notification period, Council received 45 objections and a petition with over 2,000 signatories against the proposal.

Subsequently, a motion was carried at the Ordinary Council Meeting on 13 December 2016, that Council:

- Request the Minister for Planning to approve an interim Heritage Overlay over the site, under Section 20(4) of the Planning and Environment Act;
- Commission a Cultural Heritage Values Assessment for the site.

The City of Port Phillip commissioned Context Pty Ltd to conduct a full cultural heritage assessment of the Greyhound Hotel at 1 Brighton Road, St Kilda.

Council’s City Development Department refused the application under delegation on 18 January 2017 on the following grounds: the proposed development was considered excessive in height and bulk, would adversely affect neighbouring amenity and should incorporate all or part of the existing building given its potential heritage significance.

The request for interim controls was made to mitigate the risk of demolition of the building while the heritage assessment was undertaken. Correspondence was received from the Minister for Planning on 8 February 2017 which refused Council’s request for interim controls.

1.2 Purpose

The purpose of this report is to assess the cultural heritage values of the Greyhound Hotel at 1 Brighton Road St Kilda. The assessment was conducted between January and March 2017.

Previous preliminary assessments of the Hotel concluded the Hotel was not of local significance on the basis of its architectural merit. This report undertakes a full assessment of the cultural heritage values of the Greyhound Hotel, considering all aspects of its significance, with particular focus on its potential social and historic significance.

1.3 Methodology

Establishing significance

In Victoria, establishing heritage significance involves assessing places against heritage conservation criteria known as the HERCON criteria (refer to Appendix A) as set out in the VPP Practice Note *Applying the Heritage Overlay* (2015).

A place need only meet one ‘test’ or criteria in order to be significant. Meeting more than one ‘test’ does not make the place more significant—it simply means that the place is significant for a variety of reasons.

The criteria are applied in the following way:

1. The place is associated with a key historical theme identified in the Thematic Environmental History. The place will have a strong association with the theme and this will be clearly illustrated by the fabric when compared with other places (Criterion A).

2. The place may be rare within the municipality or to a township or locality. It may contain or be a very early building/s, or be of a type that is underrepresented. (Criterion B).
3. The place has potential to yield further information either through archaeological investigation or other investigation. (Criterion C)
4. If it is a representative example of a place type it will usually have the typical range of features normally associated with that type – i.e. it will be a benchmark example – and it will usually have a high degree of integrity (i.e. for a precinct, a high proportion of the places will be considered to be contributory). (Criteria D)
5. The place represents particular aesthetic characteristics (Criteria E).
6. The place is an exemplar of an architectural style or represents significant technical or artistic/architectural innovation or achievement when compared to other similar places in the municipality. The places will usually have a high degree of integrity when compared to other places (Criterion F).
7. The place has strong social or historic associations to an area (Criterion G), including a continuity over a significant period or an association that has resulted in a deeper attachment that goes beyond utility value.
8. Special association with the life or works of a person, to an individual, organisation, or groups of people that are important in history (Criterion H).

Social Significance

Three indicators of social significance have been used in the assessment of social significance, based on an approach to social values assessment developed for the Australian Heritage Commission by Chris Johnston (Context Pty Ltd) and used in the RFA National Estate studies of social value across Australia.

The three indicators are:

1. *Importance to a community as a landmark, marker or signature*
2. *Importance as a reference point in a community's identity or sense of itself*
3. *Strong or special community attachment developed from use and/or association*

This assessment was also informed by the criterion and the threshold definitions specified in Heritage Council of Victoria's *Victorian Heritage Register Criteria and Threshold Guidelines* (2014). Thresholds are used to determine the level of cultural heritage significance (i.e. state or local) the place may hold under each criterion, and what mechanisms can therefore be used to protect and manage it.

Assessing social significance involves identifying whether or not a place or aspects of a place ('attributes') hold 'strong or special associations with a particular community or cultural group for social, cultural or spiritual reasons' in a manner that goes beyond its utility (or functional) value. Understanding social significance involves investigating community connections to a place and determining if these result in 'strong or special associations'. Generally, this involves a combination of research and engagement with community members.

Specifically, the steps in the social significance assessment has been to:

- Identify specific communities or cultural groups who value the Greyhound Hotel for social, cultural or spiritual reasons
- Establish the nature and extent of their association
- Determine whether any significance arises from that association
- Clarify which aspects of the place are of social significance (e.g. which parts of the site, elements of the fabric, uses or cultural activities, etc.)
- Assess the relative importance of the place compared to others valued by that community (or communities) for similar reasons.

In this project, community values assessment was undertaken in February 2017. The project timeframe allowed for an online survey, targeted interviews with community members and stakeholders as well as social media research.

Level of significance

In Victoria, places and objects of cultural heritage significance can be protected and managed through one or more of four statutory mechanisms. In addition to the application of criteria, a test for the level (or threshold) of significance is also applied. The significance threshold can be defined as the minimum level of cultural heritage significance that a place or object must possess to justify its inclusion on the relevant local, state, national or world heritage list. The threshold is established primarily through comparison with other 'like' places.

As a general principle:

- A place that is of heritage value to a locality or municipality has the potential to be recognised as being of local cultural heritage significance (and may be included in the Heritage Overlay of the local planning scheme).
- A place or object that is of heritage value to wider Victoria has the potential to be recognised as being of state level cultural heritage significance (and may be included in the Victorian Heritage Register).
- A place with outstanding heritage value to the nation has the potential to be recognised as being of national heritage significance (and may be included in the National Heritage List).
- A place that is of outstanding universal value has the potential to be recognised as being of world heritage significance (and may be inscribed on the World Heritage List).

Research methodology

To assess the place against the outlined criteria, this study involved a combination of site investigation, desktop research and community values research, outlined below in further detail.

Site visit

Three site inspections were made during January and February 2017. On January 19 an external site visit took place, including the wider area of the Carlisle and Brighton Road intersection and vantage points across from the Town Hall. A second site visit took place on 21 January, which included an internal inspection of the front room. A final site visit took place on 16 February, which focused on the architecture and setting of the building.

Historical research

Historical research on the Greyhound Hotel drew on a number of primary and secondary sources and archives, including records held by the City of Port Phillip and the St Kilda Historical Society. Personal communication with knowledgeable community members proved an invaluable resource for the historical research. The history is based on a thematic approach that explores the development of hotels within St Kilda and the Lesbian, Gay, Bisexual, Transgender, Intersex, Queer (or Questioning) (LGBTIQ) history of the area, as well as focusing on the social history of the Greyhound Hotel itself.

This assisted in providing a framework for comparative analysis and establishing how the Hotel was used historically by different communities. Evidence of the length of community associations was also a primary focus, along with how the built infrastructure of the Hotel and its immediate locality has changed over time.

Review of objections to development proposal

During December 2016, following the public notification period of the planning permit application pertaining to the Greyhound Hotel site, the City of Port Phillip received objections to the development proposal and a petition. Analysis focused on submissions that contained references to the Hotel's cultural heritage significance. All personal identifying information was

removed prior to analysis. The findings of this analysis informed the scoping of social media research. The findings are summarised in Section 4.3 of this Report.

Social media research

Social media research was undertaken to further investigate people's connections and associations with the place. An initial scoping exercise indicated that material on the Greyhound Hotel had a stronger presence on Instagram than on the other platforms examined, Facebook and Flickr. Flickr produced a very small result of images, and Facebook contained mainly advertisements for upcoming performances at the Greyhound Hotel, and since November 2016, posts relating to the proposed redevelopment of the site. Instagram contained material relating to both the building and the activities within, both prior to and post the closure of the venue, and as such was chosen as the focus of the social media research component.

Desktop research on social media was conducted using keyword searches of Instagram to locate posts geo-tagged and/or hash-tagged to 'Greyhound Hotel 1 Brighton Road', 'Greyhound Nightclub', 'GH hotel' and 'Greyhound hotel'. This resulted in a total of over 8000 posts in hash-tagged images alone, dating back several years. Keyword searches using the more general locations of 'St Kilda', 'Carlisle Street', 'Brighton Road' and 'City of Port Phillip' produced mainly results that could not be linked to the Greyhound Hotel specifically or its immediate surroundings, and therefore were not included as part of the social media analysis. The social media research reviewed a sample of the 100 most recent posts under each tag on Instagram, dating back to June 2016. Results are summarised in Section 4.4 of this Report.

Online survey

An online survey was hosted on the City of Port Phillip website in February 2017. The survey exploring people's connections with the Greyhound Hotel was prepared by the consultants based on their initial findings from the planning permit objections. The survey was published on the City of Port Phillip 'Have your Say' website. A total of 115 surveys were completed. Surveys are summarised in Section 4.5 of this Report.

Targeted Interviews

A total of four interviews were conducted and results are summarised in section 4.6 of this Report. Initially two round table sessions were planned, to which participants were invited because of their demonstrated interest, their relevant knowledge or interest expressed via the online survey invitation. However, due to a low number of RSVPs, round table discussions were replaced with direct interviews. Set questions were prepared and conversation was informal, allowing for spontaneous comments and questions.

The consultants invited key stakeholders to participate in the interviews, in which the National Trust (Victoria) did. Informal conversations were also held with the Australian Lesbian and Gay Archives (ALGA), St Kilda Historical Society (SKHS).

1.4 Terminology

The Greyhound Hotel started hosting regular drag shows during the 1990s, and has since then been associated with the Lesbian, Gay, Bisexual, Transgender, Intersex, Queer (or Questioning) (LGBTIQ) community. The term LGBTIQ is used throughout the report, as this term was frequently used by the community as a self-identifier in the consultation process.

The term community is used shorthand for 'communities and cultural groups'.

1.5 Acknowledgements

The consultants wish to acknowledge the contributions of:

- the project team at City of Port Phillip who assisted in facilitating elements of community consultation for this assessment and provided historical research.

- the community members who shared their stories and experiences of the Hotel during the different consultation stages, as well as those who provided the consultants with records and materials that were highly useful in historical research.
- a special thank you to Nick Henderson and Dr Graham Willett (ALGA) and Peter Johnson (SKHS) who kindly assisted with research and valuable material.

2 HISTORY

2.1 Thematic Context

Victoria's framework of historical themes

The Greyhound Hotel is associated with the following themes in *Victoria's Framework of Historical Themes*:

- 2. Peopling Victoria's places and landscapes, 2.4 Arriving in a new land
- 5. Building Victoria's industries and workforce, 5.6 Entertaining and socialising
- 6. Building towns cities and the garden state, 6.3 Shaping the suburbs
- 9. Shaping cultural and creative lives, 9.2 Nurturing a vibrant arts scene

Port Phillip thematic environmental history

The Greyhound Hotel is associated with the following themes in the *Port Phillip Heritage Review* – Section 5, Thematic Environmental History:

- 5.2 Migration
- 5.3 Transport
- 5.5 Settlement: Growth and Change
- 5.8 Ways of Life.

2.2 Contextual History

St Kilda and its LGBTIQ history

St Kilda began life as a seaside village, settled from the 1840s onwards by professional men and their families, pastoralists from the country. With the establishment of the railway in 1857, St Kilda evolved into a commuter suburb. The professional middle-class continued to live in large houses on the high ground, but tourists started to arrive in ever-increasing numbers and, to cater for them, hotels, sea baths and entertainment venues were built. Resident and visitor numbers increased with the arrival of trams in 1888. With the tourist economy at its peak from 1888 to 1929, amenities for day and weekend visitors expanded rapidly. In the early twentieth century some of St Kilda's most prominent sites were opened: Luna Park in 1912, the Palais Danse in 1913, the Palais Theatre in 1927, and sea baths including the present Moorish-style baths in 1928 (Willett nd:6).

However, St Kilda also underwent two major declines, as historian Dr Graham Willett describes:

As a result of the Great Depression of the 1890s... [m]any of the well-to-do were wiped out by the bank crashes and the drying up of demand for their professional services. Many of the grand houses were sold up and divided into boarding houses or holiday apartments. Boarding houses offered a degree of privacy for working class people...

With the next Great Depression, which descended upon Australia after 1929, things took another turn for the worse in St Kilda. What little prosperity there had been evaporated as the professional class and the working class was plunged again into unemployment, and the entertainment industry followed them down (Willett nd:7).

Willett expands on the significant LGBTIQ history associated with St Kilda in his paper written for the City of Port Phillip titled 'The very queer history of St Kilda: People, places and events':

St Kilda became the 'haunt', in the language of the time, of the down-and-out. More and more women, and some men, resorted to prostitution... Cheap accommodation, a corrupt police force, a council that could not control the city's streets, the opening of cafe and restaurants willing to allow a dodgier class of customers to

gather all contributed to what was called the 'gritty streets of St Kilda'. The city came to be seen as — and indeed was — a place where sex work, crime, drunkenness, drugs and juvenile delinquency were rife... The criminalised, vilified and marginalised life of homosexuals made St Kilda a natural place of resort for many during this period...

In the 1920s, Melbourne developers embraced the worldwide craze for flats... Purpose built, self-contained with bathrooms and kitchens, reasonably affordable, and comfortable, flats were a real alternative to the pattern of living at home until marriage. And flat living was fashionable enough to allay the suspicions of family as to why one might choose to be living alone, or sharing with a friend (or 'friend'). Camp women and men took to them enthusiastically.

In the 1960s, St Kilda's affordable housing attracted Melbourne's [migrant] and burgeoning student population as well as artists and writers of various kinds. Live music venues were set up in decaying pubs. Crowds of visitors started to appear again...

[In addition], [b]eginning in the 1960s, new ideas began to develop about homosexuality — ideas that were in general more sympathetic, and inclined to the view that laws against homosexuality were undesirable and should be repealed or, at the very least, amended. These ideas were the work of modernising liberals who hoped to reform and revitalise Australia, in part by eradicating old-fashioned ideas and laws on a whole range of issues, including the laws criminalising homosexuality... [B]y the early 1970s, the new liberal ideas were effectively mainstream and were more and more often being voiced within political parties. The major opposition to the reform of these laws came from conservative churches... and the police, both of whom campaigned heavily to resist the tide of reform.

Although community attitudes towards homosexuality had begun to change during the 1970s, gay culture was not widely accepted, drag venues were not allowed to publicly advertise, and performances took place mostly underground (Nette 2015). In 1980, the Hamer Liberal government repealed the state's sodomy law, and in 1981 homosexuality was decriminalised in Victoria, leading to a wider social acceptability of drag performances and other gay venues (Willett nd:5-6). St Kilda's identity was also changing during the late 1980s:

After the late 1980s, there was an explosion in house and apartment prices in St Kilda and the nature of the resident population began to shift again towards wealthier and better educated demographics. New thinking about urban life took off among councillors and council staff. There was an emphasis on cosmopolitanism, diversity, the arts, and even gay communities as attractors for the 'creative class', which was said to be the motor of progress and economic development. A new St Kilda started to welcome its gay populace. (Willett nd:5-8).

After the release of the incredibly successful 1994 film *The Adventures of Priscilla, Queen of the Desert* the drag scene exploded, the movie made drag fashionable, and introduced the art to a wider audience. This development was also reflected in an increase of gay venues. Known LGBTIQ venues in St Kilda include (as identified by D. Helms, pers. comm. 19 January 2017 and Aizen 2017. May not include all LGBTIQ venues):

- Prince of Wales Hotel: Reputedly a gay bar since the 1930s (possibly the oldest gay bar in Melbourne), and from the 1970s onwards the venue for Pennies, a lesbian bar, and Pokeys, a legendary drag show as well as a first floor piano bar where patrons would gather to sing show tunes. Following a change of ownership and subsequent redevelopment in the mid-1990s Pokeys ceased, but the ground floor saloon bar continued as a (predominantly) gay bar, while the band room was used regularly for lesbian (Girl Bar) or gay friendly clubs. Around this time the Greyhound also emerged as a venue for the LGBTIQ community.
- Ritz Hotel (now the Elephant and Wheelbarrow): Famous as the first drag venue in Melbourne. Les Girls later moved to the Bojangles Nightclub, which was located in the old St Kilda Sea Baths (since demolished and replaced with the current building).
- Mandate nightclub: Began as Sweethearts and ran from 1980 to 1989. It was one of a number of bars and clubs opened in Melbourne at the time of gay law reform. It was situated on the first floor above the shops at 21-29 Carlisle Street opposite the National

Theatre. The building is still there, but the upstairs section has been converted to apartments.

- **Greyhound Hotel:** A change of management in the 1990's led to the Greyhound becoming a gay venue. Around the same time the Prince of Wales was being redeveloped and most of the old Prince of Wales staff were either let go or left, with some transferring to the Greyhound, taking their clientele with them'. Drag shows commenced at the Greyhound, initially led by 'Tootsie' who had been a regular at the Prince of Wales.
- **Newmarket Hotel:** A group of drag queens led by 'Tootsie' moved to this venue in the mid-1990s, after being 'let go' by the Greyhound Hotel managers. Tootsie's show did not survive long, but it did become a gay venue with other drag shows, most notably a drag version of the Sound of Music (later toured to the Edinburgh Festival) by Amanda Monroe and her troupe that included Jessica James and Roxy Bullwinkle (amongst others).
- **The Duke and The Precinct:** In the mid-1990s after selling the Market Hotel (a gay venue in Commercial Road, Prahran) a group of gay businessmen including Ken Payne (who had previously opened Mandate nightclub) created a gay 'precinct' within several buildings in Martin Street, St Kilda including the former Duke of Edinburgh Hotel at the corner of St Kilda Road. The Duke was a bar, and a large complex of buildings on the south side of Martin Street housed a sauna and nightclub. Payne wanted it to be a 'men-only' venue and in order to do so had to obtain a special exemption from the Equal Opportunity Commission, which was granted. The scheme was ambitious and the sauna and nightclub complex soon closed (and has since been converted to apartments and offices). The Duke Bar, however, continued as a gay venue for a few years.
- **Beaconsfield Hotel:** A mixed gay venue briefly over one or two summers in the mid to late 1990s.

While the 1990s were a 'golden era' for drag, the following decade saw it wane. The flipside of widespread social acceptability was that drag had lost its ability to shock so audiences declined. The gentrification of the city also had an effect and some venues, like the Prince of Wales, stopped hosting drag shows (Nette 2015).

Drag shows are now generally viewed in the same way as other theatre and performance genres. Shows such as 'Briefs' at the Art Centre Melbourne (2016) and similar high production shows moving into mainstream performance venues are testament to that change. In particular, the television show 'Ru Paul's Drag Race' has in recent years increased the popularity of drag among a wider community.

St Kilda's hotel history

From the 1850s until the early 20th century, the modest corner pub played a significant role in the history of local communities, particularly in the social life of working communities. As townships and suburbs developed in Victoria, hotels were often built on prominent corner locations on main thoroughfares to attract passing foot traffic en route between industrial establishments and nearby residential neighbourhoods.

The role of the hotel as a provider of accommodation for travellers and as an entertainment venue and meeting place for local community organisations diminished over time. Betty Malone, for instance, describes how, between 1890 and 1940, the typical pub had become 'much less a community centre and more a male dominated drinking house' (Malone 1988:30).

Falling hotel standards and pressure from the temperance movement prompted the state government to reduce the number of liquor licences. A Liquor Licences Reduction Board was appointed in 1906 to begin the process of de-licencing hotels throughout Victoria. Many hotel buildings were demolished or adapted to different uses; other hotel owners upgraded and refurbished their buildings from this period through to the 1920s and 1930s in order to meet the new licensing conditions (Stonnington 2011). Along with the addition of large-scale

(usually two storey) additions, one of the most typical alterations made by hotelkeepers to their buildings was the remodelling of the exterior.

In 1966, the lifting of restrictions on hotel operating hours (previously limited to six o'clock closing) revived the local hospitality industry. Many new restaurants, bars and nightclubs opened; some occupied early hotels but adopted a change of name, image and style of service to appeal to a new generation of residents and visitors (Stonnington 2011).

Hotels in St Kilda have followed a similar trajectory, as described by Melbourne historian Becky Aizen in the introduction to her book *'Pots, Punks and Punters', A History of Hotels in St Kilda and South Melbourne*:

Despite the closure of many hotels, the Melbourne 'pub scene' still flourishes in places like St Kilda and South Melbourne... Both suburbs have given birth to a variety of hotels with rich cultural histories and, in some cases, extraordinary longevity...

Many... hotels in St Kilda and South Melbourne have also been operating as licensed venues for over a century. The names may have changed, the interiors altered, yet they remain a vital part of our history. Today, there are still fifteen hotels remaining from the thirty-four hotels that once existed in St Kilda...

Given their centrality to our nation's social character, hotels have come to represent a tangible, physical site on which our cultural identity can be located, and as such, a key entry point into an examination of the social and communal aspects of our local history...

In the current era hotels are seen primarily as social venues, however prior to the erection of town halls, community buildings and other spacious interiors, only pubs provided enough space for large gatherings. The term 'pub' itself is an abbreviation of 'public house', an allusion to its earliest function as a place where the public could meet, although it is important to remember that the reference to 'public' was limited to men. Women were denied access to public bars until 1966, the same year that ten o'clock closing was introduced.

The first meeting of the St Kilda Council was held at a room in the Junction Hotel in 1857. Even an early Church of England meeting is recorded as being held at the Grosvenor Hotel on Brighton Road. Several hotels were at times used as morgues... Far from only serving drinks, meals and providing entertainment, all nineteenth century hotels offered accommodation... A few hotels however have surpassed the tradition of the humble hotel lodgings: the Wales Hotel established in Fitzroy Street in 1862, opened a 40-room luxury boutique hotel 'The Prince' in September 1999 (Aizen 2004).

Aizen goes on to note that hotels reflected the changing patterns of prosperity and leisure in the local community, for example becoming the haunts of bushrangers in certain areas such as Brighton Road in the mid-nineteenth century and then also capturing successive waves of affluent holiday makers with seaside resorts such as the Esplanade Hotel and the George Hotel. She also notes that St Kilda's hotels often celebrated popular sports, citing the Greyhound Hotel and the Hare and Hounds Hotel as examples.

St Kilda's hotels were also significantly shaped and sustained over the course of the 20th century by a vibrant local music scene, from jazz and ragtime in the 1920s and Second World War period to the emergence of punk and Rock'n'Roll in the 1970s to alternative music in the 1990s (Aizen 2004).

Aizen also notes the impact of gentrification on St Kilda's hotels, in words which resonate with the Greyhound Hotel's situation today:

Changes to licensing laws and the growth of alternative venues to consume alcohol have... changed the traditional role of the pub. The gentrification of St Kilda and South Melbourne has meant new residents with different needs. Several hotels, including those on Fitzroy Street, have become 'up-market' venues with more expensive wine lists, catering to younger and more affluent drinkers... The commercial modern developments that accompany this gentrification may threaten heritage buildings or places that have important social associations that the community wants to preserve. The vociferous campaigns against the proposed changes to the Esplanade and Victoria hotels over the past decade reflect the strong community concerns about these changes...' (Aizen 2004).

2.3 The Greyhound Hotel place history

Greyhound racing was a popular sport in St Kilda in the mid-nineteenth century. Consequently, the Greyhound Hotel, which opened in 1853, was named after the sport by its first licensee, John Broad, an enthusiastic promoter of greyhound holiday race meetings. The Greyhound Hotel was the second hotel in St Kilda to feature a painting of two greyhounds coursing a hare (the first was the Hare and the Hounds in Barkly Street) (Aizen 2004). It appears on the Vardy maps, which are the original plans of the Borough of St Kilda surveyed and compiled under the direction of the Borough Council by J.E.S. Vardy, surveyor in 1873. It is marked as a brick building, located on the corner of Brighton Road and Blessington Street.

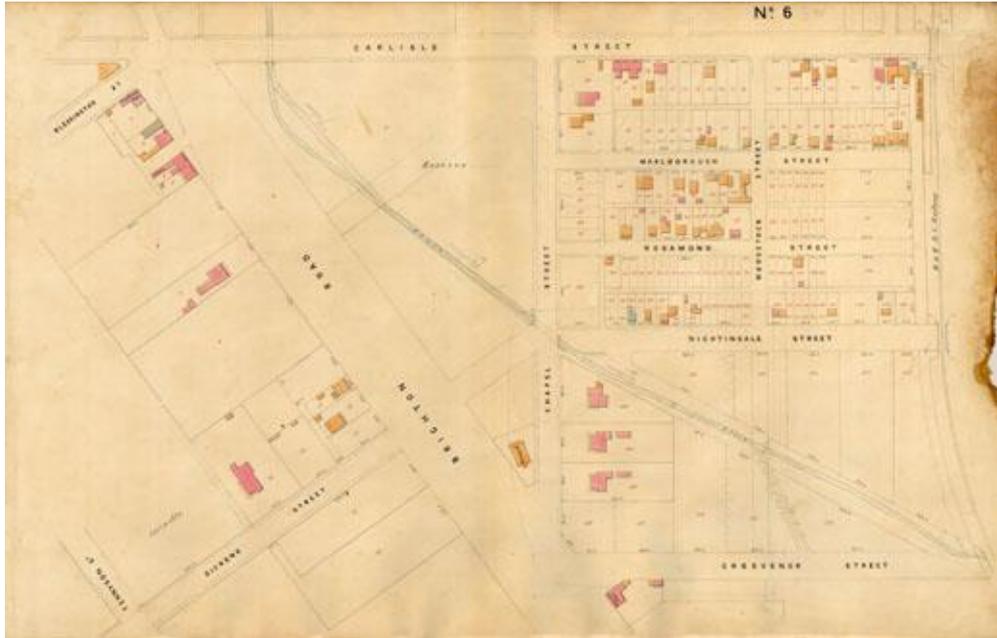


Figure 1. Plan of the Borough of St Kilda: Map No. 6 of Brighton Road, the Greyhound Hotel is located in the left corner of the plan. Source: COPP.

The licensees for the Greyhound Hotel (see Figure 2) changed frequently in the first decades of operation until the mid 1880s. According to the *Robert K Cole Index of Victorian Hotels*, the publicans who held the licence for the Greyhound Hotel over that period included: Samuel Broad in 1855 and George Dunnett in 1858 to 1863. For the rate period of 1863-64, Dunnett was rated 200 pounds for the then 10 roomed brick hotel (RB 1863-64, No. in rate 981). Following Dunnett, the licence was Caroline Fraser in 1865-67; WB Murphy in 1869; J O'Rourke in 1872; Edward Cook in 1876; MW Hills in 1877; Mrs. MA Hills in 1879; John Foley in 1880; and William Smitham in 1886 (Cole 2000), who held the licence until 1893 (*Argus* 30 August 1893:5). Figure 3 shows the footprint of the Greyhound Hotel in 1897.



Figure 2 William Smitham outside his Greyhound Hotel with two of his children. Smitham's name on the hotel would indicate the photo was taken between 1886 and 1893. Source Ancestry.com.

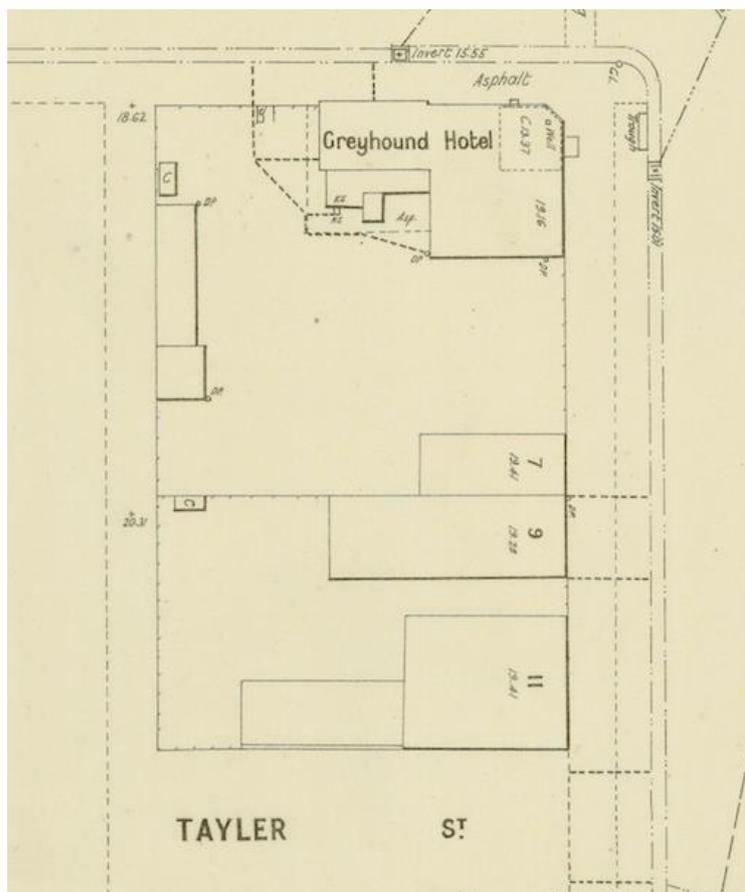


Figure 3 Excerpt from a Melbourne and Metropolitan Board of Works plan showing the Greyhound Hotel at the corner of Brighton Road and Blessington Street, 1897. Source MMBW Detail Plan no. 1382, dated 1897.

Before community facilities were constructed, the Greyhound Hotel, like hotels elsewhere, functioned as a meeting place for a number of purposes: livestock sales were conducted from the hotel's saleyards in the 1860s (*Argus* 3 June 1868:2); public meetings were held there through to the 1880s (*Age* 17 January 1857:5; *Argus*, 23 August 1887:5); and inquests were conducted through to the 1890s (*Weekly Times* 11 March 1871:11; *Argus* 27 March 1890:11).

The hotel also provided accommodation to holidaymakers in St Kilda. Caroline Fraser, who held the licence for the Greyhound Hotel from 1865 until 1867, advertised the hotel in April 1867:

to LET, This hotel contains the largest and best ventilated rooms of any hotel in St. Kilda and affords the best sea-side accommodation to families from the country; with stabling (*Argus* 6 April 1867:8).

Fraser applied to transfer the licence of the Greyhound Hotel to the Inverness Castle, which she had purchased immediately opposite the Greyhound and subsequently auctioned off the Greyhound Hotel on 28 August 1867. The hotel was auctioned again on 18 October 1871, with furniture fittings and billiard table included (Aizen 2004).

In 1886, former St Kilda councillor and publican James Mason is said to have persuaded the St Kilda Council to build its new town hall opposite the Greyhound Hotel with a £1000 donation towards a new organ for the hall building (Aizen 2004).

The Greyhound Hotel was owned by Solis Cantor in 1916 and purchased by Jane O'Connor in 1919. Joseph William Ryan became the proprietor of the hotel in 1925. Ryan came from a family of hoteliers. He, with his wife, Elizabeth Ryan, owned the Alexandra Hotel in the 1920s and moved from the Club Hotel in Dandenong in 1934 to become publicans of the Greyhound (*Alexandra and Yea Standard* 16 June 1944:2; *Dandenong Journal* 30 August 1934:4). In 1925, tenders were invited by architects, Gibbs, Finlay and Morsby, for new bar fittings and tiling at the Greyhound Hotel (*Age* 7 November 1925:1).



Figure 4. The Greyhound Hotel within its context, shown on an aerial of St Kilda dated between 1925-38. The two storey hotel building can be seen opposite Town Hall. Source: SLV. Photographer: Raymond Garrett

Owner and licensee of the Greyhound Hotel, JW Ryan, extensively renovated the building in 1936-37 to a design by architect Robert McIntyre, at a cost of £12000. Renovations included the construction of a second storey and the addition of cement rendered brickwork and tiles to the exterior, which are still evident today (*Herald Sun* 26 January 1938). Building permits associated with this major renovation were issued by the City of St Kilda for signage (1936), alterations and additions by builder AE Zunke (1937) and construction of a garage by builder CF Bardwell (1938) (BP 55299, BP 55575 and BP 55806). The alterations to the Greyhound also involved the acquisition of neighbouring land to extend the hotel site (*Age* 26 January 1938: 2). The renovation is discussed in greater detail under the heading 'History of built fabric'.

Like the renovation of many hotels across Victoria in the 1920s and 1930s, the reconstruction of the Greyhound Hotel was likely in response to the new licensing conditions introduced by the Liquor Licences Reduction Board appointed in 1906 that required hotels to have adequate accommodation. Other contributing factors to the Greyhound renovation may have been to meet the new standards introduced by classy upmarket hotels in St Kilda, like the Prince of Wales and the George, and to cater for the residents of new apartment blocks built in Blessington Street (Aizen 2004).

Aizen states that the seamy post-war reputation of St Kilda clung particularly to the Greyhound Hotel, given its proximity to the most prominent zone for sex workers (Aizen 2004). In 1955, Ryan's Hotels Pty Ltd owned the hotel (CT:V03945 F881). The Ryan family continued to own the Greyhound through until JW Ryan's death at the hotel in 1964 (*Age* 7 July 1964:3).

In the 1980s, two chefs at the Greyhound advertised on the building's facade that theirs was the greatest pub fare in Melbourne. The kitchen closed, but the Greyhound became a popular venue for live music during the 1980s and 1990s. In 1995 the place was bought by Laurie Dunstan and drag shows were staged on Saturday nights in the hotel's back room (Aizen 2004; de Jonk 2011).

The venue changed to gay owners in 2004, being bought by Wil van der Linden who also owned well-known gay saunas in Melbourne. Plans were made to open a gay sauna upstairs but, after community outcry, were not realised (de Jonk 2011).

In 2010, the Greyhound Hotel was renamed the GH, and in 2011, was renovated. Although it still boasted drag shows, long gone were the beer soaked carpet and a stage made with two pallets, a piece of ply and a garden flood lights for spotlights (Nette 2015). Instead, the venue boasted a substantial stage, a LCD screen, two entertainment levels, a large dance floor, private booth seating, VIP areas and a lounge area. In addition to local drag shows, international drag shows were a feature from this time (Arcuri 2017).

Developments at the Greyhound Hotel chart the fortunes of the LGBTIQ community and drag elsewhere in Australia, where drag moved from low-key underground entertainment influenced by the illegality of homosexuality, to big production shows. As Ricky Beirao, a well-known drag queen and curator states:

Throughout the '70s, '80s and '90s people really got together. To meet other like-minded people they had to gather at gay clubs and bars. Nowadays with applications like Grindr and Growlr, it's so much easier for them to just get on their phone and meet someone (cited in Nette 2015).

The GH (Greyhound Hotel) closed in January 2017, when the owners decided to cease operations due to 'unforeseen circumstances' (*Age* 6 January 2017). The Greyhound's LGBTIQ history reflects a general history of LGBTIQ venues in Victoria, where the law reform of the 1980s allowed for a boom in venues around the mid-1990s, when the Greyhound Hotel was established as a gay venue. In recent years, many of these venues have closed, as Nette suggests due to various factors, among them the effects of dating apps.

History of Built Fabric

Victorian Building

The Greyhound Hotel was originally constructed in the 1850s. An early photograph (dated sometime 1886-1893) shows the building situated on the corner of Brighton Road and Blessington Street (see *Figure 2*). An entry door sits diagonally across the corner of the building. Squared windows openings run around both street frontages, with three openings to both the ground floor and the first floor on each façade. A single storey addition at the rear of the building has an additional two squared openings facing Blessington Street. The building was rendered on the exterior with simple cornicing and signage around the roof line and a string course midway up the façade. A hipped roof form is evident above the cornice. The name of the hotel is clearly displayed around the top of the building and the name of the publican, W. Smitham, is written above the corner diagonal.

A photograph dated c1899 of the Carlisle Street and Brighton Road Junction shows the two storey building (see *Figure 5*), no changes or alterations seem to have occurred between the two photographs.



Figure 5. 'Carlisle Street and Brighton Road Junction' c.1899. Source: Port Phillip City Collection Art and Heritage database

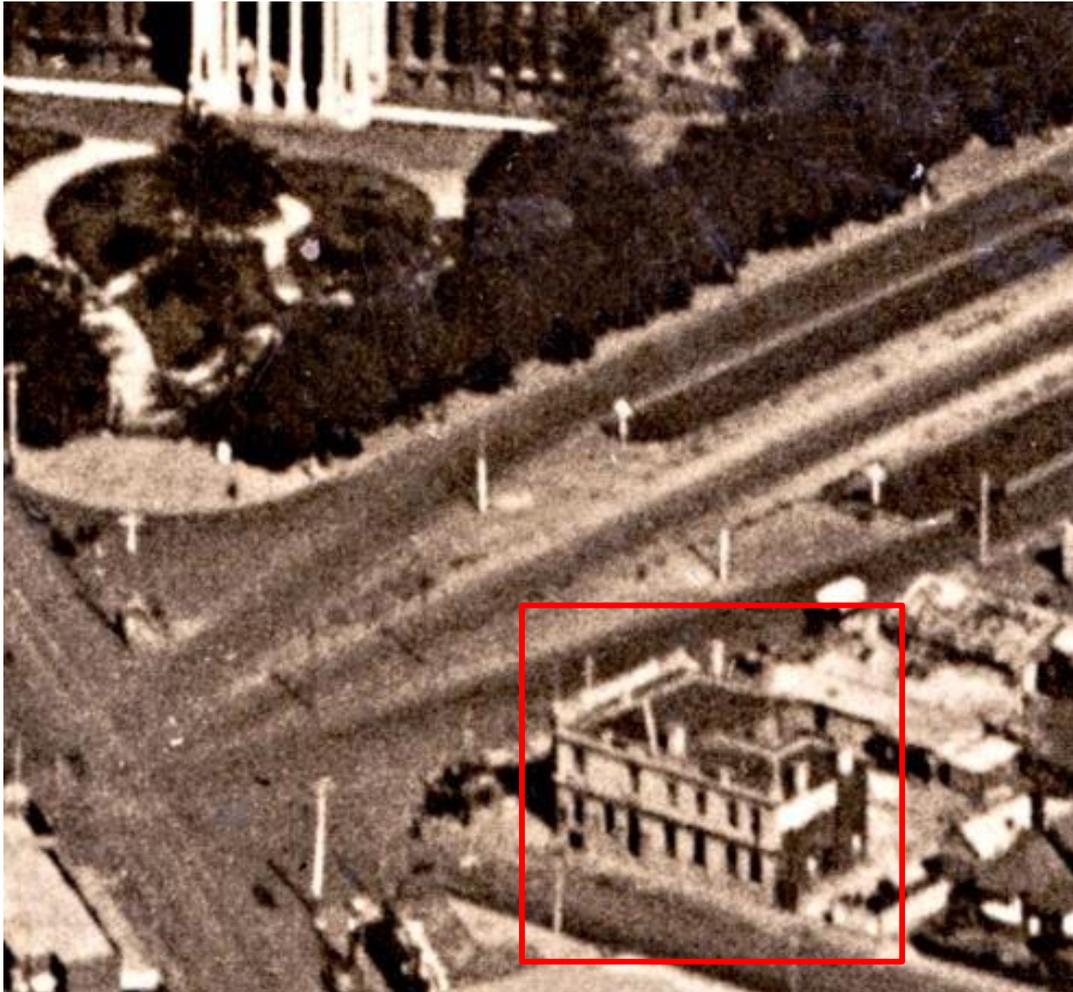


Figure 6. A close up of the aerial of St Kilda shows the Hotel as it appeared before the 1938 renovation. Photo dated between 1925-1938. Source: SLV. Photographer: Raymond Garrett

In the next known photograph of the Greyhound Hotel, the building can be seen in an aerial photograph taken of the St. Kilda area dated c.1925-1938. Additions have now been made to the original form. The single storey wing fronting Blessington Street has become double storey, and it appears that the building has been extended along the both the Blessington and Brighton Street frontages. The building retains the styling of the early building, with consistent rectangular openings spaced across the Blessington St façade. The middle of the original windows has been closed over and four additional openings have been added to the upper level. It appears a parapet has been added to the Brighton Road façade. The hipped roof form remains.

This photograph also shows the proximity of the Greyhound Hotel to the Town Hall site. Located on the opposite side of Brighton Rd, at this important St Kilda junction, the hotel presents as a landmark building with significant visual and historic links to the Town Hall site.

Remodelling 1936-37

Figure 7. The photograph above shows the building after alterations and additions were made in 1936-37 to the design prepared by architect Robert McIntyre. Source: SLV. Photographer: Lyle Fowler.

The photograph above shows the building after alterations were made in 1936 - 37. The form of the building is recognisable from the original Victorian building, although the hipped roof is now concealed behind a parapet. Window openings on the upper floor remain largely consistent, while openings on the ground floor have been widened. The diagonal entry is retained, with a window added on the upper level. It appears the building has been extended further along the Brighton Road frontage.

Work completed to the exterior of the building in the 1930s resulted in considerable change to the overall appearance and character of the building. All references to the Victorian era façade were removed and the building took on characteristics more closely associated with the Art Deco/Moderne style. Buildings of this style typically emphasised clean lines with streamlined horizontal banding and contrasting vertical elements.

The photograph above shows the Greyhound Hotel with a crisp, clean stucco façade with a tiled dado. Parallel lines are etched into the surface between window openings to create horizontal bands that wrap around the building on both the ground floor and the upper floor. The parapet has been smoothed and finished with simple horizontal lines around the top edge. A curved balcony cantilevers over the Brighton Rd footpath, and simple but functional horizontal hoods have been added above door openings. Simple stylised elements have been around the façade and create a contrast between horizontal and vertical that is typical of the Moderne style: steel ribbon lettering spells out the hotel name and incorporates horizontal lines, vertical 'poles' painted in a contrasting colour are located around the upper facade, and tall narrow windows have been added over the Blessington St entry door. An elongated brick fin sits over the entry door and is finished with rendered horizontal bands. A clock and lettering on the fin contribute to the Moderne appearance of the building.

The building was positively reviewed in the journal *Decoration and Glass*, in June 1938, a bi-monthly journal published in NSW. The article describes the changes made to the building and emphasises the consideration that went into the external colour scheme. The scheme is described as 'a blend of cream cement work, biscuit tiles, red metal letters and orange and red neon signs give the hotel a distinctive and colourful appearance.' (*Decoration & Glass* 1938:34-36). The article notes that the deliberate use of colour was common in European hotel design at the time and was being taken up in Victoria more so than other states in Australia.

The article also describes the interiors in great detail, and references the use of new and specialised materials, finishes and colours. The Public Bar located at the corner entry had a long island counter with smoke pearl tiles and black terrazzo foot rests, linoleum on the floor, black and white tiles on the walls, steel and leather stools, and decorative plasterwork to the ceiling. There is mention of the use of Queensland walnut timber and veneer and specially designed carpets throughout the building. The ladies' parlour and public lounge was on the first floor, serviced by the new cantilevered balcony. These rooms featured large windows, rubber flooring and new rose coloured velvet curtains and pelmets.

Robert McIntyre

Robert McIntyre was a successful commercial architect in the interwar and post-war periods who specialised in hotel design until his death in 1966 (Goad 2012:443-444). McIntyre began as an engineer, but after returning from serving in World War I, he studied architecture and building at the Melbourne Technical College. In the 1920s he founded the architecture practice Joy & McIntyre, but in the 1930s had a sole practice (Allom Lovell 2003:38). It was during this period that McIntyre designed many new or remodelled hotels; Prospect Hill Hotel, Kew (1936); Hotel Max, Prahran (c1937); alterations and additions to Alpine Hotel, Bright (1938); alterations and additions to Cumberland Hotel, Castlemaine (1938); Railway Hotel, Yarraville (1938); reconstruction of City Club Hotel, Collins Street, Melbourne (1938); alterations to Toorak Hotel, Toorak (1938), and remodelling of the Palace Hotel, Racecourse Road, Flemington (1939) (Raworth PL 2010).

In the City of Port Phillip, Robert McIntyre was responsible for the Prince of Wales Hotel, St Kilda (1936) and the additions to the Elsternwick Hotel, Elwood (1938).

In 1961 Robert McIntyre formed a practice, RH McIntyre & Associates, with his brother, daughter-in-law and his son Peter. Peter McIntyre went on to become one of the most prominent post-war architects in Victoria (Allom Lovell 2003:38).

3 ARCHITECTURAL DESCRIPTION



Figure 8. Current view of the Greyhound Hotel showing the corner orientation. (Context, 2017)

The Greyhound Hotel occupies a prominent site at the junction where St. Kilda Road becomes Brighton Road, Carlisle Street crosses the main arterial and Blessington Street intersects on a diagonal. The St. Kilda Town Hall and Town Hall Reserve occupy a large site on the opposite side of the junction to the Greyhound Hotel.

St. Kilda Road/Brighton Road is a major thoroughfare heading south from the city to the bayside suburbs of Melbourne and beyond. It dissects the suburb of St. Kilda, and marks the division between ‘beachside’ St. Kilda and ‘suburban’ St. Kilda.

St. Kilda Beach is located approximately one kilometre west of the Greyhound Hotel and the main commercial centre for the suburb runs parallel to the foreshore on Acland Street. St. Kilda Botanic Gardens are located midway between the foreshore and the hotel. Residential streets surround the Gardens with a range of single detached or semi-detached dwellings and blocks of flats (2/3 storeys) occurring. A range of building styles can be noted from the Victorian, Edwardian, Interwar and Post-war periods.

The Greyhound Hotel is located on the corner of Brighton Road and Blessington Street. To the north, a carwash development occupies the triangular site formed by the diagonal intersection of Blessington and Carlisle Streets. To the south, a recent multi-storey mixed use building sits adjacent to the hotel site and it is neighboured by a two storey red brick building from the inter war period. Low level residential housing bounds the rear of the hotel site.

The building was first built as hotel in the late nineteenth century. Most of the Victorian era features have been now been replaced although the original two storey form with splayed corner entry and the pattern of upper storey fenestration remain is still evident. The hipped roof form of the Victorian era also remains – now obscured by a parapet it is visible from aerial photographs.

A major refurbishment was carried out to both the interior and exterior of the building in the 1930s. The hotel was extended along Brighton Rd and the façade was upgraded in the Moderne/Art Deco style.

The building retains a number of features characteristic of the Moderne/Art Deco style. The form is largely unchanged and the style of the building is still distinguishable as a Moderne/Art Deco building. The smooth rendered façade has been retained although the tiling at ground level has been removed. The parapet detailing is intact and a strong sense of horizontality still exists through the pattern of fenestration and associated parallel lines on the upper level. The curved cantilevered balcony with steel balustrade is intact. The entry door facing Blessington St still has curved steps, simple horizontal door canopy and an intact flagpole above. The tall vertical fin over the entry door remains but it has been truncated and the face brick has been rendered. The clock and signage has been removed. Other stylized vertical decorative elements remain around the façade, but the steel ribbon lettering spelling out the hotel name has been removed. Windows have been replaced with non-sympathetic modern windows.

The interior at both ground and first floor levels has undergone substantial changes and very few original features remain.

4 COMMUNITY CONNECTIONS

4.1 Introduction

Social significance is a value attributed to a place by today's community. While historical research may be able to demonstrate considerable longevity and continuity of association, this is not enough to demonstrate social significance. Rather, the associated communities or cultural groups must continue to hold these values. Therefore, the task of social significance research is to understand the nature and extent of people's associations with a place, including understanding whether significance resides in the fabric of the place or in other aspects or attributes such as use, access to the place, or in the continuation of cultural traditions or activities for example.

Community connections to the Greyhound Hotel are documented in this section, the communities are defined and evidence of their associations is presented.

4.2 Identified communities

Based on a review of the submissions/objections received by Council in regard to the planning permit application for development of the site in 2016 (see 4.3 below), two overlapping community groups were identified as likely to hold associations with the Greyhound Hotel. The first was the local community. As with other social significance assessments for similar types of places (i.e. pubs, community venues), this local community has been broadly defined to include current and former residents of St Kilda, as well as local business owners/traders and employees associated with the Greyhound Hotel.

The second community was the LGBTIQ community, which may be part of the local community, but who also come from far and wide. The LGBTIQ community have been coming to this venue since 1995 when the place was bought by Laurie Dunstan to stage drag shows. Although this connection predominantly relates to gay men, the broader term LGBTIQ is used throughout the report, as this term includes those that do not identify as a gay cis man, yet view the Greyhound Hotel as an important place based on their sexual and/or gender identity. This community has its own associations and values in relation to this place.

Other stakeholders were also identified and can generally be described as history or heritage groups; these included the St Kilda Historical and Preservation Society, the National Trust of Australia (Victoria) and the Australian Lesbian and Gay Archives (ALGA).

4.3 Review of objections to development proposal

During December 2016, following the public notification period of the planning permit application pertaining to the Greyhound Hotel site, the City of Port Phillip received a total of 45 objections to the development proposal and a petition with over 2000 signatures. The submissions in response to the planning permit application were analysed to identify the associated communities to target in our research (see above), and also provided a greater understanding of what these communities may value about the hotel in preparation of the online survey questions. Key phrases that express the cultural heritage value of the building specifically related to the architectural expression of the building, such as its 'beautifully maintained façade' and 'rare Art Deco' architecture. The submissions also mention the historical significance of the Hotel, where it forms a part in 'understanding St Kilda's cultural history' and development.

Its location within the streetscape was noted by many as 'an asset to the heritage character of the neighbourhood' and its landmark character and location within St Kilda is considered important. The hotel is also felt to 'represent an element of the diversity of the suburb that contributes to its identity'.

The submissions also touched upon the importance of the Hotel as a public meeting place, ‘for over 150 years’. It is valued for its ‘music and cultural activities’, as well as an ‘important hub for the LGBTIQ community’ as ‘one of the few gay clubs in St Kilda’.

4.4 Social media research

Background

A search on the social media platform Instagram between 6-17 February, 2017, focused on geo-tagged and hash-tagged photographs and written expressions about the Greyhound Hotel. The most recent 100 posts under each search term were examined by the consultants, and those containing written and visual expressions about the Greyhound Hotel were analysed. The social media research seemed to predominantly capture a younger generation of visitors and likewise a younger generation of the drag community.

Hashtags and geotags

A total of 7,378 posts were tagged with ‘ghhotel’. Of the 100 most recent photos, only one depicted the exterior of the building. The majority of the posts are photographs of friendship groups or are ‘selfies’, as well as photos of drag/music performances and performers. Twenty-eight of the last 100 photos were advertisements for upcoming events at the GH and two were unrelated to the Hotel, these have not been included in the analysis.

A similar pattern emerges for photos tagged with ‘greyhoundhotel’. A total of 761 posts are tagged, with the vast majority depicting performers or groups of people visiting the GH. Of the 100 most recent, two are advertisements for events and four are unrelated to the GH. Only one photo shows the exterior of the building, with a superimposed rainbow flag across the façade. After the announcement of the closing of the venue on 6 January 2017, several of the posts are reactions to the closure.

The photos geotagged to ‘Greyhound Nightclub, 1 Brighton Road’ also followed a similar pattern. Of the 100 most recent photos geotagged to the ‘Greyhound Nightclub’, two are advertisements and the rest show either performances/performers as well as social gatherings.

The most recent photos geotagged at ‘GH Hotel’ showed a stronger theme of loss, as all of the 100 have been added after the announcement of the closing of the GH. As such, a majority of the posts deal with the sadness of losing the venue. Six photos of the 100 show the exterior of the building as a closed venue.

Performances – ‘All eyes on me’

The posts relating to the performances and shows at the GH often contained a short descriptive text, focusing on the image itself and the performances. The photos focused either on the large stage, the art of the performances or are ‘selfies’ taken with the performers and drag queens.



Figure 9. ‘All eyes on me’. Source: Instagram user amena_jay



Figure 10. ‘The most adorable drag queen’. Source: Instagram user janelladazzlepants



Figure 11. Source: Instagram user teddyyyyyyyi



Figure 12. 'Deep in the jungle'. Source: Instagram user whatdidsheee

A meeting place – ‘Lets file this under “Family”

The large number of posts focusing on social gatherings and groups of people reflected the nature of the GH as a meeting place. The texts to these types of posts were, similarly to the posts on the performances, often short and descriptive. The photos focused on people coming together and enjoying themselves at the GH.



Figure 13. 'Let's file this under "Family"'. Source: Instagram user karen_leah



Figure 14. Source: 'What an amazing night'. Instagram user missmarshall_tattoo

Loss and Sadness – ‘Rest in peace GH’

Following the announcement of the GH closing on 6 January 2017, a strong theme of sadness emerges in the photographs. Several posts dealt with the theme of grief over the loss of an important venue for the gay community. As these posts were often text heavy, refer to Appendix B for a full transcript of the discussed posts.

All but two photos showing the exterior of the building related to this theme, often showing the Hotel with closed doors. It is clear the emotional response is strong, in particular among the LGBTIQ community. One photo showed a bouquet of flowers, placed on the doorstep of the closed hotel, 'Goodbye to this old girl'. An earlier photo shows a close up of the flowers, and a tribute to the GH, 'this place represents so many things to so many people'. There is a desire to share the loss, and to make others aware of the emotional attachment to place, 'I want everyone that drives past that intersection on the corner of Brighton Road and Carlisle Street to know just what's been lost here because I really believe it's important and actually matters to our community'.

The place was mourned like a person, one text reading 'rest in peace GH, I adore what you brought me', and several photos are tagged with #restinpeace. A series of photographs by an Instagram user have superimposed the text 'The GH – Gone but not forgotten' across the images of drag shows and group shots.



Figure 15. 'Goodbye to this old girl'. Source: Instagram user simonesvajcer



Figure 16. 'I want to start a tribute to the GH'. Source: Instagram user _michaelkeane



Figure 17. 'Goodbye Greyhound!!'. Source: Instagram user da_kool_cat



Figure 18. 'The end of an era'. Source: Instagram user pettifleur.

There was evident sadness over the loss of a safe space, expressed through the many posts. Addressing the GH directly, one posts says 'the gay community will be a sadder place without you'. The rainbow flag or colours were used as a symbol for the LGBTIQ community in many posts. Closely entwined is a theme of LGBTIQ pride and community, where the community is encouraged to 'please support what spaces and venues we have left'. Part of a longer text reads: 'Many 'friends of Dorothy'¹ have celebrated who they are individually, who we are & how far we have come as the LGBTIQ Community at the GH', and furthermore 'I am deeply saddened by its closure & the loss of a safe haven for the queer youth of tomorrow'.



Figure 19. Source: Instagram user alostboyspride



¹ In gay slang, a 'friend of Dorothy' is a term for a gay man



Figure 20. 'Last night Melbourne lost one of its last iconic gay venues'. Source: Instagram user [rtist_](#)

Several of the mourning posts mention the word 'family', which also appears in text in several of the photos of social gatherings, pre closing. Again, a strong theme of LGBTIQ pride and community is evident in the use of the word, where the GH 'might only seem to you like four walls, but the GH gave me my family, it gave me entertainment, and it even gave me the inspiration to try my own hand at drag'. Another Instagram user describes this attachment: 'this venue has not just given me a job, but it's given me so much happiness and close friends to call my family. It's so upsetting to say goodbye and letting this place go I call a second heart'.



Figure 21. 'It might only seem to you like four walls, but the GH gave me my family'. Source: Instagram user [janelladazzlepants](#)

Support groups and networks included Minus 18 (youth led network for gay, bi, lesbian and trans teens), Victorian Aids Council/People Living with AIDS (VAC/PLWA), and Queer Sporting Groups.

Other cultural groups that were identified in the survey included the Elwood Blues Jam, which were based at the Greyhound several years ago, and the film festival Indie Initiative.

Use and associations

A number of questions were posed in the survey to determine how frequently respondents visited the hotel and for what purpose.

Over one third of the respondents (35.6%), visited the Greyhound ‘a few times a year’, 18.3% monthly and 14.7% weekly, indicating a large number of regular visitors answered the survey. The main reason for visiting the hotel was overwhelmingly ‘to socialise with family and friends (64.3%)’. Other reasons for visiting the hotel, then the options provided, included past attendance of live music events and ‘pub dinners’. A few of these answers touched again on the LGBTIQ association, such as to ‘participate in queer community, culture and life and find solidarity and safety’.

Table 1. Frequency of visits

Answer options	No.	%
A few times a year	41	35.6
Monthly	24	18.3
Weekly	17	14.7
Less often/rarely	16	13.9
Never	13	11.3
Daily	4	3.4

Table 2. Reason for visiting

Answer options	No.	%
To socialise with friends and family	74	64.3
I didn't visit the Greyhound Hotel	15	13
To attend a community event	11	9
Other	11	9
It is where I work or associated with my work	4	3.4

Values and features

In a series of multiple choice and open-ended questions, the survey asked what specific aspects and features (if any) people valued about the Hotel, and why these features were important to them.

Where several choices were allowed, the attributes of the Hotel most valued by the respondents was the Art Deco architecture (21.6%) and ‘the way the façade enhances the streetscape’ (18.4%). Following the same theme, people also valued its street corner location (13.2%) and its prominent location opposite St Kilda Town Hall (12.2%). Relating to the location of the building in the local landscape, fewer people valued its location ‘at an entry and exit point to the area’ (6.3%). Regarding the use of the place, rather than its location and/or expression, people also valued its provision of space for cultural activities (15.3%), and its amenities for meeting spaces and socialising (12.2%). Only 0.8% of respondents felt they ‘did not like any features of the Greyhound hotel’.

When asked ‘what aspect of the Greyhound Hotel is most important to you’, the majority of the respondents were split between the ‘art deco 1930s façade’ (43.5%), and the use of the place as an LGBTIQ venue (34.7%). Relating to the architecture and the use, a smaller group of people value the built form and the hotel use as the most important. Only a small number of respondents found no aspects of the Greyhound Hotel important.

Respondents were given a choice of words to describe their perspective on the Hotel, in terms of valued/important associations. Asked to pick up to three words, the most common choices were ‘local symbol’ (19.3%), ‘cultural diversity’ (19%), ‘history’ (17.8%) and community (14.7%). Some negative words were offered too, ‘bleak’ and ‘damaged’, and these only received a few choices each.

Table 3. Most important aspect of the Greyhound Hotel

Answer options	No.	%
The Art Deco 1930s facade	50	43.5
LGBTIQ venue	40	34.7
Hotel use	8	7
The built form	8	7
Other	7	6.1
None	2	1.7
The name	0	0

Table 4. Associations

Answer options	No.	%
Local symbol	63	19.3
Cultural diversity	62	19
History	58	17.8
Community	48	14.7
Safe	25	7.7
Welcoming	24	7.4
Friendly	19	5.8
Enduring	14	4.2
Bleak	7	2.1
Damaged	6	1.8

A large number of the respondents appeared to associate the hotel with their local community (St Kilda), seeing it as a symbol of its cultural diversity and history. Another, quite emotive association was that of a safe, welcoming and friendly space, most likely felt by visitors rather than the passers-by, and probably felt by the LGBTIQ community in particular.

The survey offered a number of statements about the Hotel and asked respondents to state how strongly they agreed or disagreed. Again, the statements related to specific connections to the history, the building itself, the location, or the use of the building.

An overwhelming number of respondents (77.3%) feel connected to the history of St Kilda when visiting the Hotel, furthermore 95.2% believed the history of the hotel was important. A vast majority (93.9%) feel that the hotel is a recognisable landmark 'that is part of the character of St Kilda'.

90.5% of the respondents 'value the Greyhound hotel as an important and increasingly rare historic building in St Kilda'. Around 8.6% felt the Hotel is 'old fashioned and out of date', although the majority (57.4%) strongly disagree to this statement.

An overwhelming majority of respondents (93.1%) agreed with the statement that the Greyhound Hotel 'represents important parts of St Kilda's living culture and identity'. Only 1.7% strongly disagreed to this statement.

Relating to the use of the place, 66.9% felt that the place is important as a meeting and gathering place. 71.3% agreed that the place makes them feel 'close to their community'. Relating to previous answers, the majority of people (80%), feel that the Greyhound Hotel is a welcoming place. The vast majority of respondents also felt the place is an important place for the LGBTIQ community with 78.3% strongly agreeing. Again, only 1.7% strongly disagreed to this statement.

Table 5. Value statements

Answer options	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know/No opinion
	%	%	%	%	%	%
I feel connected with the history of St Kilda when visiting the Greyhound Hotel	44.3	33	10.4	2.6	4.3	5.2
The Greyhound Hotel is a recognisable landmark that is part of the character of St Kilda	77.4	16.5	2.6	0.9	1.7	1.7
I feel close to my community when visiting the Greyhound Hotel	42.6	28.7	19.1	1.7	2.6	6.1
The Greyhound Hotel is important to me as a meeting and gathering place	36.5	30.4	20	1.7	6.1	5.2
I feel that the Greyhound Hotel represents important parts of St Kilda's living culture and identity	75.7	17.4	2.6	1.7	2.6	0
I think that the Greyhound Hotel is a welcoming place	51.3	28.7	9.5	3.4	1.7	5.2
I think the Greyhound Hotel is an important place for the LGBTIQ community	78.3	9.6	7.8	0.9	1.7	1.7
I think that the Greyhound Hotel is old-fashioned and out-of-date	4.3	4.3	10.4	14.8	57.4	8.7
I value the Greyhound Hotel as an important and increasingly rare historic building in St Kilda	75.7	14.8	5.2	1.7	2.6	0
The history of the Greyhound Hotel is important	82.6	9.6	5.2	0.9	1.7	0

Respondents were also given the opportunity to provide their point of view in response to the question: 'Tell us in your own words why you think the Greyhound Hotel is an important part of your heritage'. Responses to this question were extensive, and the views expressed were generally an elaboration of answers given previously. A number of themes appeared in these being:

- Because it represents St Kilda's diverse and welcoming identity. Answers that touched on this included: 'key venue for vibrant drag culture' part of a 'proud bohemian identity', 'the last bastion of what we pride St Kilda to be – diverse and welcoming', 'symbol of our history and soul of the area', 'served as a gender free social interaction meeting place for all walks of the diverse St Kilda community', 'it's a place where everyone is free to be themselves, and it represents everything that St Kilda is' and 'an icon that celebrates St Kilda's diverse community'.
- Because it means 'family', 'home' or a 'safe place. Answers that touched on this included: 'it was a safe place that welcomed anyone and everyone with open arms', 'played a pivotal role in providing a safe place for LGBTIQ community, especially youth', 'the LGBTIQ community feel safe and welcome' 'important and safe place to socialise' 'safe and inviting place for the LGBTIQ community', 'somewhere safe and fun to go out', 'we are long away from a world where LGBTIQA people are safe and equal in society, and the Greyhound has been an oasis of safety and recreation for us for so many years [...] the Greyhound has been our community and is our history, in a world where both of those things are

frequently discounted and disrespected’, ‘it is more than a nightclub, it’s a safe space of togetherness’ and ‘made me feel like I have a place that I belong with a family’.

- Because it represents the architecture of St Kilda and its evolving built history. Answers that touched on this included: ‘Art Deco architecture is a huge part of what makes up the beauty, character, culture and individuality of St Kilda’, ‘icon of local architecture that gives St Kilda it’s character’, ‘easily identified by its style and structure’, ‘part of the history of St Kilda’, ‘iconic Art deco building’, ‘wonderful example of 1930s architecture’, ‘it’s been there for so long’, ‘as St Kilda gentrified, the Greyhound remained’ ‘represents a time St Kilda was built’ ‘holds much of St Kilda’s history within its walls’.
- Because it represents St Kilda’s changing entertainment character. Answers that touched on this included ‘part of my community’s history for most of my life’, ‘has been through many important and enduring community events’ ‘hold connections to the past’ being a ‘hub of entertainment’ ‘a place where both the LGBTIQ and Rock n Roll communities shared a space for decades’ ‘a piece of our eclectic history’ ‘important not only because of its remarkable built form but because of the communities that grow and interact within them and around them’

The answers have been further analysed, together with the interviews and social media research, under the section *4.7 Analysis of social values*.

Comparable Hotels

As part of the online survey respondents were also asked to name other hotels in St Kilda they felt strongly connected to, and to further describe this connection. 47% of respondents did not feel connected to another hotel, and 52% did. The hotels most frequently mentioned were:

- The Esplanade: 28.6%
- The Prince of Wales: 17.6%
- The George: 16%
- The Village Belle: 14.3%

These answers are further analysed in section *5.4 Comparative Analysis*.

4.6 Targeted interviews

Background

Targeted interviews were conducted on the 17th and 20th of February 2017. At the beginning of each interview the scope and purpose of the discussion and a brief summary of the preliminary research was explained, as well as the framework used for the cultural heritage assessment. Interviewees were advised prior to each phone interview that discussion would not touch on the proposal for redeveloping the site, but instead, draw out community values and associations in relation to the Greyhound Hotel. All interviewees were asked the following questions:

- What is your relationship to the Greyhound Hotel?
- In your own words, tell us why the Greyhound Hotel is an important part of your Heritage
- In your opinion, what aspects or features of the Greyhound Hotel are important to conserve?
- Are there other hotels in St Kilda you feel are comparable to the Greyhound Hotel?
Follow up: What are they and can you describe your connections to these hotels?

The community advocate - ‘a strong community connection here is clear’

One of the roles of the National Trust is community advocacy. They represent a membership base of approximately 24,000, as well as responding to concerns raised by the broader community, and bring attention to important heritage issues. The National Trust were

contacted by several people regarding the development proposal and demolition permit issued for the Greyhound Hotel. As a result, the National Trust also started monitoring the issue in the media and on social media, where ‘a lot of people seemed distressed about the buildings potential demolition’. The National Trust’s advocacy team is interested in capturing the ‘whole community’ and to ensure that places that may not necessarily reach high architectural significance at a local level do not ‘slip through the cracks’.

The National Trust did not run an active campaign for the Greyhound Hotel, as they did with the London Hotel. The reason was not that the place holds less value, but rather that their resources are limited. The similarities between the London and the Greyhound hotels were discussed, as well as the significance of hotels in Melbourne’s suburbs. The Trust highlighted the importance of pubs and hotels to communities, where they are built as meeting spaces for the ‘everyday community’, contrasting what many perceive as ‘elitist heritage’. The National Trust suggested that the importance of the Greyhound to the community appears to be its ‘constant and changing use’.

Focusing on the social media monitoring done by the National Trust, the interviewee highlighted that ‘a strong community connection here is clear’, especially in relation to the LGBTIQ+ community, where the Hotel appears to be ‘a centre point’. The highly emotional responses were noted by the Trust, identifying a strong feeling of grief ‘for the loss of this building’. The wider local community was also present on social media, where targeted Facebook groups discussed the importance of the buildings history and architecture to St Kilda.

Important to the National Trust was the continued use of the building as a public space. Although currently a LGBTIQ venue, the ‘use may change’, but the significance of the place as a meeting place would continue. Highlighting that ‘social significance is both historic and current’ the Trust concluded that ‘it is a 160-year-old place, on that basis alone it holds local significance’.

The local residents – ‘it has lasted the test of time’

The two local residents were both long-time residents of St Kilda, both living within close proximity of the Greyhound. They both associated the building with their neighbourhood and ‘their local village’, and described their connection to the hotel as ‘personal’ and as part of a wider community connection. On a personal level, both shared stories of the hotel in their everyday life as a location marker and a reference point. Both have previously visited the Hotel, one before it was remodelled and became a full time gay venue, and the other more recently. Despite neither identifying as part of the LGBTIQ community, the space was ‘welcoming’ and ‘open’.

Three important aspects emerged in these two conversations, being the architecture, the long history and the building as a symbol for a diverse and inclusive St Kilda. One resident described the building as ‘iconic’. When asked to describe what ‘iconic’ means, he said ‘architecture and location, the significant and long history, and as representation for the LGBTIQ community’.

Focusing on the architecture, both referred to the ‘feel’ of St Kilda, however referring to it in different ways. One called it the ‘art deco feel’, the other defining it as a ‘classical aesthetic’. The Greyhound was considered to contribute to the streetscape and the ‘feel’ or ‘identity’ of the suburb and is described as being ‘St Kilda-like’. Both expressed a fear of ‘losing this feel’.

The importance of the building as a historic place is linked to it having ‘lasted the test of time’. There was a feeling that the building had ‘always been an embedded part of the community’, highlighting ‘the community changes around it as much as the building changes’. One resident mentioned an important link to the Town Hall, as she had heard the Town Hall was paid for by gambling profits made at the Greyhound.

The building is also considered important to the ‘identity’ of St Kilda as a representation of the diverse and inclusive community, of the LGBTIQ community, and as representative of St Kilda’s ‘colourful history’, which is believed to define the suburb. The residents feel ‘connected

to inclusive communities and to the queer community’ through it ‘being a point of reference for the village dynamic’.

The Greyhound has diverse meanings to many people, where ‘the different stories inform us about history’. This plurality of stories was believed by the residents to be characteristic of the Greyhound when compared to other Hotels, and what makes the place ‘special’. ‘It touches on so many different levels’, ‘if you think the Espy, you think music, if you think the London, you think history, but if you think the Greyhound, you think a million things’.³ The continued use of the building was important to both residents, and was discussed several times, however they noted that use could evolve and change – while still allowing for the building to remain.

The frequent patron – ‘it felt like coming home’

The interviewee was a frequent visitor to the Greyhound Hotel, and of the four interviewees, she was the only one that had not completed the survey. She had visited the hotel regularly since June 2014, and throughout 2016 spent most Friday and Saturday nights at the hotel. Sometimes, she would also attend Wednesday night bingo events, and ‘baby drag show’ competitions on Thursdays. She mentioned she was not the only regular, there would be a group of between 30 and 50 people that she recognised as regulars at the Greyhound. She lived in Moonee Valley, so would regularly travel some distance for the events at the Greyhound, and she knew several people who would travel even further on a regular basis.

The Greyhound hosted regular high production drag shows, which was an important reason for visiting the place, they were ‘high production shows, like on a casino or a cruise ship’ with a big screen and a centre stage. However, the shows and performances were not the only reason to frequent the Greyhound. Being such a regular visitor to the hotel, it was ‘not just a place to hang out’, it ‘felt like coming home, to meet the regulars and my friends’, she continues ‘it was where I met my family’. The venue also inspired her to ‘start drag as a woman’.

Asked if there were other places she felt the same about, she said ‘it has left a void’. What differentiated the Greyhound from other gay venues was the ‘inclusiveness and artistic expression’. Throughout the interview she highlighted how inclusive and open the Greyhound was. As a woman, ‘there are not many gay clubs that are as inclusive’. Furthermore, it was ‘an eye opening experience which elevated the experience of drag’, ‘it was inspiring to watch’. Her experience of other LGBTIQ venues are either not as inclusive or they have more of a ‘pub feel’. It is clear the performances were an important part of the place, where drag is compared to theatre and art, so ‘losing this venue means losing the largest stage of drag in Australia’.

Talking further about the Greyhound Hotel as an important part of her ‘identity and heritage’, we discussed what is important to her to conserve about the Greyhound. Keeping the building itself and the exterior was important as ‘everybody knows what it looks like, it is iconic’, she also mentioned the importance of preserving it as ‘an inclusive meeting place’.

4.7 Analysis of social values

Overall, the different forms of community research utilised in this assessment - the online survey, the interviews and the social media research - produced similar results, revealing people’s strong connections to the Hotel and identifying what is important, to whom, and why. These are discussed in their broader context here.

The overriding message from all three research methods was that the Greyhound Hotel is, and has been for its entire history, a valued community meeting place and a St Kilda landmark that represents many historical and contemporary characteristics of St Kilda:

- St Kilda as a welcoming and multi-faceted community

³ ‘The Espy’ being short for The Esplanade Hotel, 11 the Esplanade, St Kilda, and ‘the London’ being short for the London Hotel, 92 Beach Street, Port Melbourne.

- A family
- St Kilda's evolving built history
- St Kilda' changing entertainment.

These aspects are further discussed below:

St Kilda as a welcoming and multi-faceted community

'The last bastion of what we pride St Kilda to be – diverse and welcoming' was a comment from the survey. Another was 'the unique things about St Kilda are the things that make it special. The things that you can't get anywhere else. These are the things that should be protected'.

St Kilda is renowned as a place that maintains its right to be individual and accommodating. Over the decades many different communities have arrived and either remained or moved on, many of them leaving their marks. The Jewish cake shops in Acland Street are one example, the famous live music venues another, and the street prostitution trade a third example. In recent decades, the gay community, and increasingly the wider LGBTIQ community, have made St Kilda a destination and a home. The Greyhound Hotel and its increasingly spectacular, professional and popular Friday and Saturday night drag shows played a key role in the growth and evolution of the LGBTIQ community in St Kilda. One respondent to the online survey commented that the Hotel 'reminds me what a long way we have come. For me it symbolizes tolerance and respect, as well as acceptance. In a word: progress!' While many of these sentiments were an expression of the LGBTIQ community, rather than the local community, the latter did also express some appreciation of this fact, for example, one person's response echoed by several others, was: 'although I myself am not gay I think it is wonderful to have such a venue nearby'.

Represents a family

Many people referred to the Greyhound Hotel as a place that represents 'home', 'a family' or 'a safe place'. This theme comes through in all three forms of community consultation

The requirement for LGBTIQ people to live a 'double-life' is rarely as necessary in the 21st century as it was only thirty or forty years before. Nonetheless, the change in laws and wider acceptance of this community since the late 1970s do not negate the need for a place that welcomes, accommodates and understands the culture of LGBTIQ people. It is for this reason that descriptors used so frequently in social media posts to represent what the Greyhound meant to this community were 'home', 'family' and 'a safe place'. The response via social media in particular seemed to reflect the views of a younger generation of the LGBTIQ, and particular drag community, that extended beyond St Kilda and for this group the Greyhound Hotel held very strong family and home meanings and associations.

Represents St Kilda's evolving built history

'I feel the building and all that it represents should be classified as heritage as it holds much of St Kilda's history within its walls.' This is just one of many comments from across the community consultation and social media research that demonstrates that people see the hotel building as an embodiment of St Kilda's history. Another comment that the Hotel 'represents a time that St Kilda was built!', acknowledged the early days of the 1850s when St Kilda was little more than a small village some distance from Melbourne surrounded by a natural landscape. Others referred to a later period in St Kilda's history and see the Hotel as 'a good example of depression era architecture; the spirit of Elwood and St Kilda' and 'a wonderful example of 1930s architecture'.

Represents St Kilda' changing entertainment:

Many comments also referred to the increasing homogenisation of St Kilda in recent years through gentrification and the value people placed on pubs like the Greyhound adapting to pressure but still retaining their role as community entertainment venues. The historical and social research revealed that gentrification was resented by St Kilda's local community when it

diluted or caused the demise of valued cultural activities. Respondents to the Greyhound survey reflected their appreciation of an increasingly rare way of life and their concerns about impending loss in comments such as ‘the GH represents a part of St Kilda history as a classic ‘sticky carpet’ pub – and there are not many of these that remain in the municipality’.

The Hotel’s role as rock-n-roll live music venue, well before the drag show era, was appreciated by respondents and the place was seen as having ‘played a critical role supporting local music’, as many pubs in St Kilda have traditionally done. Interestingly, the live rock n roll era of former years was historically often seen as incompatible with gay culture yet one contributor pointed out that ‘the Greyhound has significant cultural importance as a place where both the LGBTIQ and rock n roll communities shared a space for decades. This is particularly remarkable as the music scene in Melbourne had a reputation as being homophobic, particularly in the 1980s and ‘90s and this for me is a powerful symbol of what makes St Kilda unique.’

5 ASSESSMENT

This section brings together all the evidence gathered to provide an assessment of the Greyhound Hotel's historical, social and architectural significance, and a comparative analysis in relation to other 'like' hotels in St Kilda. It finishes with a Statement of Significance that declares 'What', 'How' and 'Why' the Greyhound Hotel is significant.

For assessment purposes, the Greyhound Hotel's threshold is defined as local. The research indicates the place is of value to the local community, and likewise being of historic importance to the City of Port Phillip.

5.1 Assessment against criteria

Historical

Importance to the course, or pattern, of the City of Port Phillip's cultural history. (Criterion A)

Historically, the Greyhound Hotel is significant to the City of Port Phillip as one of a few remaining buildings that reflect not only the history of Victorian hotels generally, but more locally chart the changing fortunes of St Kilda, and specifically, the history of the local LGBTIQ community. The hotel represents several historic themes identified in the City of Port Phillip's Thematic Environmental History, namely migration, transport, settlement: growth and change, and ways of life.

The hotel embodies these themes as one of the earliest hotels to survive in St Kilda, reflecting the evolving history of St Kilda from a rural village. Established in 1853, the Hotel dates back to the sea-side village of St Kilda, prior to the establishment of the railway line in 1857. The impact of the railway line saw St Kilda emerge as an attractive suburban resort, where the Greyhound Hotel served local residents and visitors alike.

The modest corner pub has played a significant role in the history of local communities, particularly in the social life of the working community through to the early twentieth century. Before community facilities were constructed, the Greyhound Hotel functioned as a meeting place for a number of purposes, among them live stock sales, public meetings and inquests. The Hotel also provided accommodation to holidaymakers in St Kilda over many generations.

With the tourist economy at its peak from 1888 to 1929, amenities for day and weekend visitors expanded rapidly in St Kilda, and the suburb became known for its entertainment venues and Carnivals. Like the renovation of many hotels across Victoria in the 1920s and 1930s, the reconstruction of the Greyhound Hotel was likely in response to the earlier licensing conditions appointed in 1906 that required hotels to have adequate accommodation. However, the Greyhound remodeling was most likely also done to meet the new standards introduced by classy upmarket hotels in St Kilda, that were built to accommodate the increased tourism, and to cater for the residents of new apartment blocks built in Blessington Street.

The Greyhound Hotel has been strongly associated with St Kilda's evolving LGBTIQ community for over 21 years, being one of several well-known 'gay venues' in St Kilda and one of the most popular drag venues in Melbourne. Historically, the hotel reflects the boom of gay venues that emerged after the law reform of the 1980s, which decriminalised homosexuality. The law reform of the 1980s allowed for a boom in gay venues around the mid-1990s, also influenced by the popular 1994 film *The Adventures of Priscilla, Queen of the Desert*. Many of these venues have since closed, due to various factors. Furthermore, the Hotel embodies the history of drag performances and culture in St Kilda, where drag became increasingly popular during the 1990s, and has in recent years gained a wide and large audience similar to other theatre and art performances. This historical significance is closely related to the Hotel's contemporary social significance.

On this basis the Greyhound Hotel is likely to satisfy Criterion A, being of historic significance to a local level to the City of Port Phillip.

Social

Strong or special association with a particular community or cultural group for social, cultural or spiritual reasons. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions. (Criterion G)

The strong and special association of the Greyhound Hotel is demonstrated against the key social value indicators below.

Important to a community as a landmark, marker or signature

The Greyhound Hotel symbolically represents both the local community and the LGBTIQ community. These communities are not completely separate, and overlap both in terms of associations and demographics.

For the local community the Greyhound Hotel represents St Kilda's evolving built history. Through its built form and architectural expression, it contributes to understandings of St Kilda's changing history and environment. It has been a continual presence in the landscape since St Kilda was a suburban village and has evolved together with the character of the suburb. As a recognisable landmark, the street corner location - opposite the Town Hall on a major thoroughfare - is important. Furthermore, through the use of the Greyhound Hotel as a public meeting place and the host of many local events, music acts and performances, it represents St Kilda's changing entertainment character, diversity and culture.

Through its continuous use by the LGBTIQ community over the last twenty-one years, the Hotel has come to signify LGBTIQ culture in St Kilda, not only for people who identify as part of that community, but also for the broader St Kilda community.

Important as a reference point in a community's identity or sense of itself

The Greyhound Hotel is an important reference point for Melbourne's LGBTIQ community and a place that holds strong associations with that community's sense of itself as an open, inclusive and creative community. Although this association is primarily held by the LGBTIQ community itself, it is appreciated by the local community and felt to be part of St Kilda's diverse and welcoming identity.

Strong or special community attachment developed from use and/or association

The Greyhound Hotel is valued for its longevity, having been a public meeting place for over 160 years. The Hotel has an ongoing tradition of being used as a meeting place for gatherings of a public, private, legal, political and recreational nature.

Since the 1990s, the place has held a special attachment to the LGBTIQ community, where it became a social hub and a venue for drag performance, as well as a meeting place for gay support and youth groups in St Kilda. Through its use the place has strong associations with feelings of 'home', 'family' and 'a safe place' for the LGBTIQ community.

Attributes

The following attributes of the Greyhound Hotel are specifically valued by the local and LGBTIQ communities:

- The external architectural expression and built form of the Greyhound Hotel
- The location of the Greyhound Hotel on a corner site opposite Town Hall
- The continuous use of the Greyhound Hotel as a welcoming public meeting place available to diverse communities, in particular Melbourne's LGBTIQ communities.
- The shared stories and associations relating to 160 years of community life and entertainment at the Greyhound Hotel, including its recent decades as a home and venue for the LGBTIQ community

The recent closure of the Hotel has not yet deeply impacted the strong associations noted above. The research indicates that the Hotel is still 'alive' in the community's memories, associations and sense of identity. However, these social values would be negatively impacted if the Hotel's built form or public use were significantly altered or changed.

On this basis, the Greyhound Hotel is likely to meet Criterion G, being socially significant at a local level to the City of Port Phillip.

Architectural and aesthetic significance

Importance in demonstrating the principal characteristics of a class of cultural places and objects. (Criterion D).

Importance in exhibiting particular aesthetic characteristics. (Criterion E)

Hotels in the St Kilda area are a common building typology. A number are represented individually on the Heritage Overlay in the Port Phillip Planning Scheme and more are included in precincts. Hotels on the HO Schedule include some fine examples of grand hotel buildings from the late Victorian era such as the Beaconsfield Hotel (HO98), the Esplanade Hotel (updated in the 1920s) (HO117), and the George Hotel (HO127).

Many of the hotels within the municipality occupy corner locations, while others are located mid-block. Corner hotels typically have splayed corner entries with decorated parapets or signage to emphasise this aspect.

Interwar refurbishments of existing premises were common in hotels that survived the pre-1916 Licences Reduction Board cull, incorporating residential accommodation with separate entries and additional rooms where required, and adaptations in drinking areas to deal with 6 o'clock closing. Many nineteenth century hotels were refaced in the 1930s in the Moderne/Art Deco style. The style emphasised the idea of modernity and speed through streamlined forms and horizontal lines, cantilevered canopies and vertical fins.

The Greyhound Hotel retains some evidence of its nineteenth century origins, however remodelling in the 1930s changed its appearance to be more representative of the Modern/Art Deco style. The remodelling was carried out to the design of architect Robert McIntyre who was also the architect for the Prince of Wales Hotel - a new hotel building constructed in Fitzroy Street, St Kilda in the 1930s.

Key characteristics of the Moderne/Art Deco style used at the Greyhound Hotel included the smooth rendered façade with tiled dado; a strong sense of horizontality through the curved cantilevered balcony and simple curved door canopies, contrasting with the tall vertical fin over the entry door; and steel ribbon lettering and stylized elements around the façade.

Elements of the Moderne/Art Deco styling adopted in the 1930s remodelling of the Greyhound Hotel remain. Significant alterations to the façade include replacement of all windows and the truncation and rendering of the vertical fin over the entry door. The building now presents with a more contemporary appearance.

While evidence of both the Victorian era hotel and the 1930s remodelling remain, the building has undergone substantial changes. On this basis, the Greyhound Hotel is not likely to satisfy either Criterion D or E due to its low integrity. The comparative analysis based on these criteria in section 5.4 further supports this finding.

5.2 Comparative analysis

Historic

Within St Kilda, there are several Hotels and public meeting places that are comparable to the Greyhound Hotel, either because of their association with LGBTIQ culture and history, or because they were similarly impacted by key developmental phases in St Kilda.

Places representing the LGBTIQ history of St Kilda

Many places mentioned in section 2.2 *St Kilda and its LGBTIQ history* were either relatively short lived (e.g. Beaconsfield Hotel, Newmarket and Duke of Edinburgh) or no longer exist (e.g. Mandate). The most direct comparison for the Greyhound Hotel, representing the LGBTIQ history of St Kilda is the Prince of Wales Hotel (HO5). Built 1937, the Prince of Wales hotel holds a connection since the 1930s with the LGBTIQ community, when it first appeared as a gay bar. This connection continues to the present day, still being a gay bar. Drag shows were

staged at the hotel from the 1970s to the 1990s, after which the hotel complex was extensively renovated in 1996 and many popular drag performances moved to the Greyhound Hotel.

Compared to the Prince of Wales, the Greyhound Hotel represents a more recent history of LGBTIQ culture in St Kilda. Together, the hotels tell a cohesive story of St Kilda's gay venues and drag culture, where shows were staged at underground clubs during the 1930s-1970s, the subsequent boom in drag venues following the impact of the law reform of the 1980s, and the popularity of drag increasing from the 1990s onwards. Where the Prince of Wales represents the early days of drag, the Greyhound represents the subsequent boom. Several of these venues have today closed.

As a full time gay venue, the Greyhound Hotel also reflects how LGBTIQ venues took on an essential community support role for the LGBTIQ community, during the 1990s and 2000s, especially amongst the youth. Several support groups and organisations have been associated with the Greyhound Hotel historically.

Hotels in St Kilda with a similar developmental pattern:

- The Barkly Hotel (HO5): Established 1853 and remodelled during the interwar period. Although still retaining its original corner location, its expression as a two storey corner hotel has been affected by an upper storey extension.
- St Kilda Hotel (HO5): Established 1851, it is the oldest surviving hotel structure in St Kilda. It since been converted to apartments.
- Post Office Club Hotel (HO6): Established c20 years after the Greyhound during the 1870s and remodelled during the interwar period. Intact corner setting and relatively unaltered.
- The Esplanade (HO117): A hotel has been established on the site since 1857. The Victorian building was remodelled during the interwar period. The venue has a long history associated with live music in St Kilda.
- The Grosvenor Hotel (HO7): Established in 1860, remodelled during the interwar period.

In summary, the Greyhound Hotel compares well to the above mentioned examples and meets the local threshold for historical significance. It represents the LGBTIQ history of St Kilda in a suburb where several of the early gay venues have been either lost or remodelled. Together with the Prince of Wales, the Greyhound tells a cohesive history of LGBTIQ venues in St Kilda, and reflects the historical development of drag culture. Its longevity of use as one of the oldest hotel sites in St Kilda compares well to the above mentioned examples, where it was still (until recently) utilised as a meeting and gathering place for the community.

Social

The Greyhound Hotel holds a range of strongly felt community values for both the local community and for the LGBTIQ community. The social research conducted as part of the Greyhound Hotel's assessment explored comparisons with places that people valued in similar ways. A recent assessment of the London Hotel, 92 Beach Street Port Melbourne also provides a useful comparison for helping to determine the social significance of the Greyhound Hotel.

Hotels in St Kilda

In the online survey and interviews for the Greyhound Hotel's assessment, respondents were asked to name other hotels in St Kilda to which they felt strongly connected and to further describe this connection. Approximately half of the respondents felt there was no hotel in St Kilda that was comparable to the Greyhound, while others mentioned a number of St Kilda hotels which they valued for similar reasons. The most frequently mentioned hotels were The Esplanade Hotel, The Prince of Wales Hotel, The George and The Village Belle.

The meanings or associations that were noted as comparable or similarly important to respondents in respect to these hotels were as follows:

- The Esplanade (HO117): A connection to St Kilda's history, rich in heritage, a welcoming place of meeting, iconic for and an epicentre of the live music scene, part of St Kilda's heart and identity, adds to the vibrancy and culture of our community, a symbol of diversity and character, hold similar values to the Greyhound – but for a different audience, unique.
- The Prince of Wales (HO5): Adds to the vibrancy and culture of the community, was once a well preserved historic pub, rich in heritage and history, unique, a place of meeting, comparable as a drag show venue, strong sense of belonging for LGBTIQ community and acceptance by the wider community, part of the live music scene, a cultural icon.
- The George (HO706): A connection to St Kilda's history, rich in heritage, a place of meeting, traditional St Kilda venue representing the character of area, contribution to public culture and St Kilda's identity, rich and fascinating history, part of the live music scene.
- The Village Belle (HO7): Traditional St Kilda venue, a great 'watering hole', a landmark that attracts diverse communities, contribution to public culture, valued history and established character, contributes to St Kilda's identity, welcoming and warm.

Several of the values and connections noted by respondents in relation to these hotels are similar to the strong values identified in relation to the Greyhound Hotel (refer to Section 4.7), notably that the hotels in some way represent St Kilda's welcoming and multifaceted community, St Kilda's evolving built history and St Kilda's changing entertainment.

In relation to the importance of the Greyhound as representing St Kilda's changing entertainment, the community clearly indicated that they valued the Greyhound as one of few remaining venues for live performance.

In contrast to these similarities, none of these other Hotels were identified in the interviews or surveys as representing home or family for the LGBTIQ community as strongly as the Greyhound Hotel. While the historical research and comments from local observers noted the importance of the Prince of Wales in the evolution of St Kilda's LGBTIQ culture and identity, the social research indicated that the Greyhound has held these values more strongly in recent times and for a broader LGBTIQ and local community. This is also supported by statements emerging from the community consultation regarding the loss of the Greyhound, which indicated a strong feeling of there being 'no place like the Greyhound', where the connection was felt to be unique and incomparable, so leaving a 'void when it was closed'.

The values invested in the place by the LGBTIQ community are very strong. The comments made in relation to the Greyhound Hotel suggested 'the Greyhound is the main venue with a long history of welcoming and supportive space for the LGBTI community', 'the stage is like no other' and 'it was by far the highest quality gay club in Melbourne and the only one with such a great performing space', 'there are few places as integral to drag culture in Melbourne as the Greyhound' and 'this is the only safe place'. Based on the comparative questions, the Prince of Wales emerged as the closest comparable example based on social values. The LGBTIQ community appears to feel a strong connection to the Prince of Wales as a venue with a long drag and gay history. However, amongst the younger generation of the LGBTIQ community, the Greyhound Hotel appears to be the most well-known and prominent drag venue in St Kilda.

The London Hotel, Port Melbourne

A recent Heritage Assessment of the London Hotel, 92 Beach Street, Port Melbourne (Context Pty Ltd 2016), proves a valuable comparison for Social Significance (Criteria G). The London Hotel, which was found to meet the criteria for social significance at a local level.

The assessment of the London Hotel (Context 2016:34) found that 'the London Hotel holds a range of values for the local community that may be similar to other hotels – and in fact, other place types – in Port Melbourne, which are as yet untested' Respondents considered the London Hotel compared well with the Clare Castle Hotel, the Sandridge Hotel and the Hibernian Hotel, all in Port Melbourne, because they, like the London, represented similar

themes of working and industrial history through their clientele. However, the community still felt the London was unique because it represented these qualities and attachments better than the other Port Melbourne hotels. While the Greyhound has different social values from the London as noted in this report, it compares well to the London Hotel on the basis of social significance.

Summary

In summary, the Greyhound Hotel compares well to The Esplanade, the Prince of Wales and the London Hotel and meets the local threshold for social significance. Together with the Prince of Wales it holds strong connections and associations with the local LGBTIQ community and together with the Esplanade Hotel also, it represents the vitality of St Kilda's live music culture. Like the London Hotel, it represents a long standing community meeting place, much valued by its local neighbourhood community.

Architectural and aesthetic

There are several hotels in St Kilda and in the wider Port Phillip area that serve as useful comparisons to the Greyhound Hotel. Inter-war remodelling works were undertaken to the Hotel Barkly at 109 Barkly St, St Kilda, the Post Office Club Hotel at 306 St Kilda Rd, St Kilda, and the Swallow Hotel, 192 Station St, Port Melbourne. The Prince of Wales Hotel, 29 Fitzroy St, St Kilda was built to replace a nineteenth century hotel that was demolished on the site. All four hotels are included in precinct wide Heritage Overlays.

The Prince of Wales at 29 Fitzroy Street, St Kilda (HO5) is an intact example of a hotel built in the interwar period in the Moderne/Art Deco style. Like the Greyhound Hotel, the Prince of Wales is attributed to architects Robert McIntyre and Associates. Completed in 1937, the hotel is built to an asymmetrical square plan. While it is sited on a corner, the main orientation is towards Fitzroy St. A number of elements of the 1930s styling remain intact, including the streamlined smooth rendered façade and the strong sense of horizontality demonstrated through the cantilevered curved balconies, bands of windows, and the parallel lines around the façade and to the parapet, and the flagpole over a tower located to one side of the building. An updated tiled dado runs around the street frontages. (Significant within HO5 St Kilda Hill precinct)

The Hotel Barkly is a two storey Victorian hotel remodelled during interwar period. In recent years the addition of several storeys over the hotel building have resulted in an unsympathetic outcome for the building. (Significant within HO5 St Kilda Hill precinct). Like the Greyhound Hotel, The Post Office Hotel occupies a significant corner site on St Kilda Road and Inkerman St, St Kilda. It is a two storey Victorian hotel that was remodelled in the interwar period and is relatively intact. (Significant within HO5 St Kilda Hill precinct). The Swallows Hotel is a two storey hotel building, remodelled in the 1930s with a high curved parapet detail over the corner entry door. It remains relatively intact. (Contributory within HO1 Port Melbourne precinct).



Figure 24. Barkly Hotel, 109 Barkly St., St Kilda. Significant within HO5 (Source: Context 2017).



Figure 25. Post Hotel (former Post Office Club Hotel) 306 St Kilda Rd, St Kilda. Significant within HO6 (Source: Context 2017).



Figure 26. Swallows Hotel, 192 Station Street Port Melbourne. A contributory place. (Source: HERMES).



Figure 27. Prince of Wales Hotel, 29 Fitzroy St, St Kilda. Covered by HO5 (Source: Context 2017).

The comparative analysis concludes there are more intact and better representatives of the Art Deco/Moderne style hotel in St Kilda, where the Prince of Wales in particular is directly comparable as a more intact example of the works of architect Robert McIntyre.

5.3 Statement of significance

What is significant

The Greyhound Hotel at 1 Brighton Road, St Kilda, on the corner of Blessington Street, first opened in 1853 by the first licensee John Broad, and remodelled in 1936-37, is significant.

The current building is a two storey corner hotel, still retaining the Moderne/Art Deco expression from the 1930s refurbishment. It has a characteristic streamlined façade with horizontal emphasis.

How is it significant

The Greyhound Hotel is of local historic and social significance to the City of Port Phillip.

Why is it significant

The Greyhound Hotel is historically significant as one of a few remaining buildings in the City of Port Phillip that reflect the history of Victorian hotels generally, but more locally chart the

changing fortunes of St Kilda, and specifically, the history of the LGBTIQ community in Victoria. The Greyhound Hotel has been associated with St Kilda's evolving LGBTIQ community for over two decades, being one of several well-known 'gay venues' in St Kilda and one of the most popular drag venues in Melbourne. This historical significance is closely related to the Hotel's contemporary social significance. (Criterion A)

The Greyhound Hotel has social significance for its strong and special associations with the St Kilda community and the local and broader LGBTIQ community. The St Kilda community values the Greyhound as an historic landmark that has had a long and continuous local presence as a public meeting place. The local community also values it as a long standing LGBTIQ community meeting place and entertainment venue which reflects St Kilda's welcoming and multifaceted community. The local and broader Melbourne LGBTIQ community specifically has strong associations with the Greyhound Hotel, valuing it as a home, a venue for entertainment and a place that represents this community's identity, in particular its openness, inclusiveness and creativity. (Criterion G)

6 RECOMMENDATIONS

6.1 Recommendations

This assessment has found that the Greyhound Hotel is significant to the City of Port Phillip for its historic and social values, and that these values are embodied in the place.

Accordingly, recommendations for its future management include:

- That the City of Port Phillip prepare an Amendment to place the Greyhound Hotel in the Heritage Overlay.
- That the Greyhound Hotel is developed and managed in ways that are consistent with its heritage values, and
- That the guidelines below be used to assess any impacts of change on the place.

6.2 Conservation guidelines

What is valued about the Greyhound Hotel needs to be managed to conserve and enhance heritage values. Translating the various tangible and intangible attributes (the building itself, its history, location and uses) into 'how this place might be managed to retain its heritage values' is the next step. Recommended approaches to managing the Greyhound Hotel are summarised in the guidelines below:

Attributes valued by the community	Conservation guidelines
The traditional corner location and two storey built form of the Greyhound Hotel.	<p>Retaining the corner location (zero lot setback on two streets and the two storey scale and façade) is important in maintaining the Greyhound Hotel's contribution to St Kilda's urban form.</p> <p>Retaining the two storey scale of the Greyhound Hotel as a contrast to its immediate surroundings is important. Additional development of a moderate scale that is located sensitively so as not to overwhelm the scale of the Greyhound Hotel should be considered.</p> <p>The Art Deco styling to the exterior is valued in relation to its surroundings and should be maintained. Any further changes to the exterior should respect and preferably enhance this architectural character.</p> <p>Views to the Greyhound Hotel in relation to surrounding Brighton Road/St Kilda Road are valued so that changes to the wider setting should consider the impacts on these views.</p>
The continuous use of the Greyhound Hotel as a welcoming public meeting place available to diverse communities, in particular Melbourne's LGBTIQ communities.	Public access to and use of the Greyhound Hotel as a social meeting place should be maintained into the future.
The shared stories and associations relating to 160 years of community life and entertainment at the Greyhound Hotel, including its recent decades as a home and venue for the LGBTIQ community.	The shared history, including the LGBTIQ history, of the Greyhound Hotel should be interpreted and promoted in ways that the City of Port Phillip and the community view as appropriate. This could take various forms including heritage interpretation in the form of design of the external building design, place/building naming, inclusion of public or entertainment uses within the building, documentation and publication of significant stories of the Hotel.

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'Frequent Patron', 17 February 2017, phone interview with consultants Emma Russell and Evelina Ericsson.

APPENDIX A – CRITERIA FOR ASSESSING CULTURAL SIGNIFICANCE

Criteria for assessing cultural heritage significance (HERCON)

(Criteria adopted by the Heritage Council on 7 August 2008 pursuant to Sections 8(1)(c) and 8(2) of the Heritage Act 1995).

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 and 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. This includes the significance of a place to Indigenous peoples as part of their continuing and developing cultural traditions.

Criterion H:

Special association with the life or works of a person, or group of persons, of importance in Victoria's history.

APPENDIX B – INSTAGRAM POSTS

Several Instagram posts dealt with the theme of grief over the loss of an important venue for the gay community. As these posts were often text heavy, they are included in full text below:

Instagram user da_kool_cat writes: *Walked past last night and experienced a very sad feeling! Not the usual look for a Saturday night! Goodbye Greyhound!! Had many a good night through those doors!! Melbourne's best gay club closed forever!! Shame we didn't get to have one "last dance" since that was played at the end of so many great Saturday nights!! Very sad indeed! Will miss you on a Sat night*

Instagram user janelladazzlepants writes: *I've been struggling for days to find the right words in light of the sudden closure of my second home, @thehbhotel, and the right words just won't come. People have said "don't worry, you'll find somewhere else", but they just don't get it - it might only seem to you like four walls, but the GH gave me my family, it gave me entertainment, and it even gave me the inspiration to try my own hand at drag. Sure, #teamGH is forever and we'll always have each other, but you only have to look at how many people are hurting right now to realise that the GH Hotel was far more than just four walls. #GHHotel*

Instagram user rtist_ writes: *Last night Melbourne lost one of its last iconic gay venues @thehbhotel. Thought I would express myself and pay tribute the only way I know how. Please support what spaces and venues we have left.*

Instagram user _michaelkeane writes: *As a community I want to start a tribute to the GH.*

This place represents so many things to so many people. I invite everyone to join me. I encourage people to share their memories and leave their tributes for all to see! I want everyone that drives past that intersection on the corner of Brighton Road and Carlisle Streets to know just what's been lost here because I really believe it's important and actually matters to our community.

I am hoping by the end of the weekend the intersection will be covered in memories, tributes and rainbow flags.

I encourage everyone to pop past, join in, share this post, tag tell friends. X #gaymelbourne #thehbhotel #community #loss #melbourne

Instagram user olivewahh writes: *Today marks the end of my 5 year chapter at @thehbhotel. Handling this news has been one of the toughest things I've had to deal with in my life.*

This venue has not just given me a job, but it's given me so much happiness and close friends to call my family.

It's so upsetting to say goodbye and letting this place go I call a second heart. I'm so proud of the owners for what they've provided to the staff, performers and patrons.

Even though the venue is now closed, the memories will stay strong with me for the rest of my life #TeamGH

Instagram user publiccluum write: *Rest in peace GH I adore what you've brought me*

Instagram user urlspinman writes: *I love my Gh family. remember that for the people that worked there they lived and breathed Gh, because it wasn't just a job, we are family, we look out for each other and we love our community*

it's a shame to me that such negativity and abuse by certain members of our "gay community" have painted such a bad name on what was truly a loving and safe place...I will as I'm sure the entire Gh family and it's extended family will cherish the memories we made here, the friendships, the relationships...and the utter strength to push through during hard times and embrace the magic of glitter and sparkle during our shining moments #ShineOnAndOn

Instagram user no_comparison4 writes: *There's no place like home.*

I originally created this gown for the relaunch of Saturday nights at The GH. Unknowingly poetic, I wore it for "Somewhere over the rainbow", My last solo hypsinc in the Pride themed show & the venues last production.

Many 'friends of Dorothy' have celebrated who they are individually, who we are & how far we have come as the LGBTIQ Community at the GH.

I am deeply saddened by its closure & the loss of a safe haven for the queer youth of tomorrow. I will miss the opportunity to perform on the best stage made available to Drag & queer performers in Australia.

I will truly treasure my time there from my first performance there with "Queen", FNP with Tabitha, winning Drag.net, Pride march after parties, painting in the dressing room with the girls & all the backstage campery to simply feeling apart of something greater- the GH family. For many it has become a home away from home. Or a new home when we don't necessarily have one anylonger.

I will never forget The GH. It has Been a place where my dreams realy do come true. It's been a part of my life for a few years now & I wonder how I'll be, knowing I can't just pop down to see the latest show 'n' have a drink with the jirls.

Thank you to all who have made it more than the bricks & mortar from which it is built. Know that you have had an immeasurable ripple effect on the countless patrons & the community at large.

We will fly & find our somewhere over the rainbow.

Isis Avis Loren