

NYLEX SIGN



NYLEX SIGN SOHE 2008



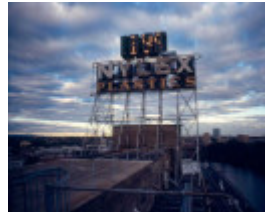
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h02049 nylex sign 03



h02049 nylex sign 05



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h02049 nylex sign 10



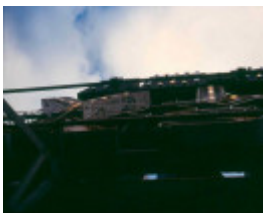
Nylex Sign



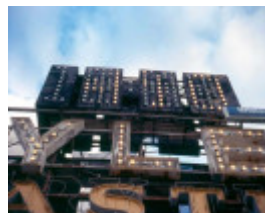
Nylex Sign



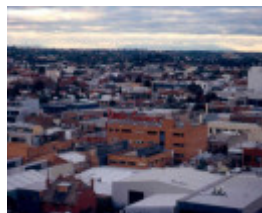
Nylex Sign



Nylex Sign



Nylex Sign



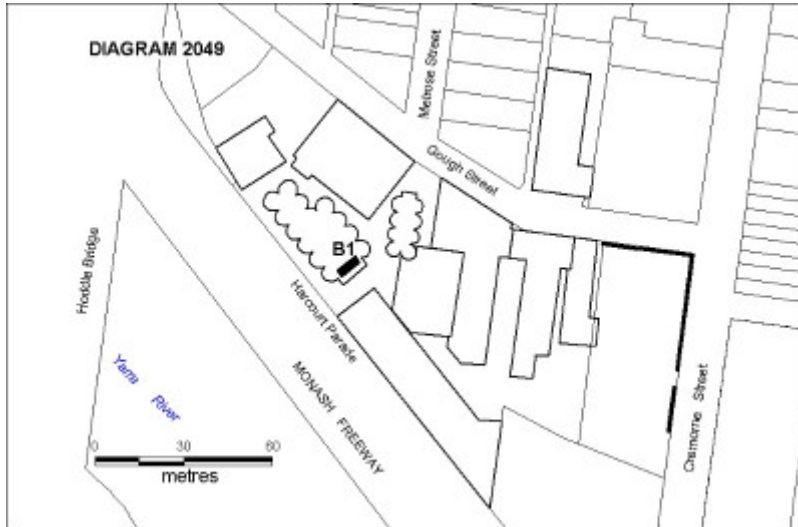
Slade Knitwear Sign From the Nylex Sign



VB Sign from Nylex Sign



VB Sign



h02049 nylex plan

Location

2 GOUGH STREET CREMORNE, YARRA CITY

Municipality

YARRA CITY

Level of significance

Registered

Victorian Heritage Register (VHR) Number

H2049

Heritage Overlay Numbers

HO350

VHR Registration

March 25, 2004

Heritage Listing

Statement of Significance

Last updated on - April 5, 2004

What is significant?

Erected in 1961 on top of the No2 Silos of the Richmond Maltings, Gough St, Richmond, the Nylex Sign is a double sided sky-sign mounted on a cross braced frame of steel L-section angle, approximately 15m high. The sign itself consists of the words NYLEX PLASTICS and is crowned by an LED thermometer display/clock. The word NYLEX is formed by metal trough *sans serif* letters illuminated by single rows of light bulbs. The word PLASTIC is formed by metal shallow trough *serif* letters outlined in Neon tubing. The word Plastics is overlaid with Neon tube lettering, without backing, spelling EVERY TIME.

How is it significant?

The Nylex sign is of social and historical significance to the State of Victoria

Why is it significant?

The Nylex sky-sign is of historical significance as one of a collection of signs marking Victoria's industrial heritage in Richmond. Richmond has the greatest concentration of surviving sky-signs in the state. Of all the signs, which include the Skipping Girl, Victoria Bitter, Slade Knitwear and the Pelaco signs, the Nylex sign is the most prominent. These large sky-signs which used to be a prominent feature of the Melbourne skyline are increasing in rarity with the demolition of such notable signs such as Allen's at Southbank and Atlantic Ethyl and Shell Petroleum's rolling dice at St Kilda Junction. The Nylex sign is of further rarity as it the only major sky sign in Melbourne that uses such a range of lighting media.

These signs have strong associations with the industrial base of the former City of Richmond, important in the economy of Melbourne but which also contributed to the well being of the national economy. Nylex, the largest plastics manufacturer in Australia, and the first to be established (1927), grew from premises below the sign in Cremorne Street.

The Nylex sign is of social significance for its landmark qualities. The sign dominates the view along the major thoroughfares of Punt Road and Hoddle Streets and because of its location at the entrance to the South Eastern Freeway the Nylex sign is considered the unofficial gateway into Melbourne. The clock and temperature display is a constant point of reference for residents and motorists.

This recognition factor has entered the sign as a part of popular culture and has given the sign an iconic quality. Its mention in the Paul Kelly song *Leaps and Bounds* has given the sign an identity that extends beyond Melbourne.

Permit Exemptions

General Exemptions:

General exemptions apply to all places and objects included in the Victorian Heritage Register (VHR). General exemptions have been designed to allow everyday activities, maintenance and changes to your property, which don't harm its cultural heritage significance, to proceed without the need to obtain approvals under the Heritage Act 2017.

Places of worship: In some circumstances, you can alter a place of worship to accommodate religious practices without a permit, but you must **notify** the Executive Director of Heritage Victoria before you start the works or activities at least 20 business days before the works or activities are to commence.

Subdivision/consolidation: Permit exemptions exist for some subdivisions and consolidations. If the subdivision or

consolidation is in accordance with a planning permit granted under Part 4 of the *Planning and Environment Act 1987* and the application for the planning permit was referred to the Executive Director of Heritage Victoria as a determining referral authority, a permit is not required.

Specific exemptions may also apply to your registered place or object. If applicable, these are listed below. Specific exemptions are tailored to the conservation and management needs of an individual registered place or object and set out works and activities that are exempt from the requirements of a permit. Specific exemptions prevail if they conflict with general exemptions.

Find out more about heritage permit exemptions [here](#).

Specific Exemptions:

General Conditions: 1. All exempted alterations are to be planned and carried out in a manner which prevents damage to the fabric of the registered place or object. General Conditions: 2. Should it become apparent during further inspection or the carrying out of alterations that original or previously hidden or inaccessible details of the place or object are revealed which relate to the significance of the place or object, then the exemption covering such alteration shall cease and the Executive Director shall be notified as soon as possible. General Conditions: 3. If there is a conservation policy and plan approved by the Executive Director, all works shall be in accordance with it. General Conditions: 4. Nothing in this declaration prevents the Executive Director from amending or rescinding all or any of the permit exemptions. General Conditions: 5. Nothing in this declaration exempts owners or their agents from the responsibility to seek relevant planning or building permits from the responsible authority where applicable. Minor repairs and maintenance which replace like with like. Replacement and repair of power supply and electrical circuitry. Replacement of light globes. Maintenance and repair of Neon tubing Maintenance and repair of the metal lettering Maintenance and repair of support structure

Construction dates	1967,
Heritage Act Categories	Registered place,
Other Names	NYLEX CLOCK, NYLEX SKY SIGN, RICHMOND MALTINGS,
Hermes Number	12735
Property Number	

History

The Sign was designed by Koene Littler. Koene worked in the Neon Electric art department as a designer between 1961-62.

Contact Details:

Koene Littler
6 Warralong Ave
Greensborough
3088
Ph:9435 9637

(As told to Martin Zweep by Koene Littler on 14 May 2004)

Extent of Registration

All of the sky-sign known as the Nylex sign and its supporting structure marked B1 on Diagram 2049 held by the Executive Director.

This place/object may be included in the Victorian Heritage Register pursuant to the Heritage Act 2017. Check the Victorian Heritage Database, selecting 'Heritage Victoria' as the place source.

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