

## FORMER CLIFTON MOTOR GARAGE



2017.JPG



2017 1938 facade.gif



2017 street view.jpg



2017 1938 facade detail fins.jpg



2017 rear view.jpg



c1980s Tru-Mold Tyre Service.jpg



2017 1928 facade detail fins 2.jpg



c1970s Tru Mold Tyre Service.gif



2017 1938 facade detail tiles.jpg



2017 1938 facade window opening.jpg

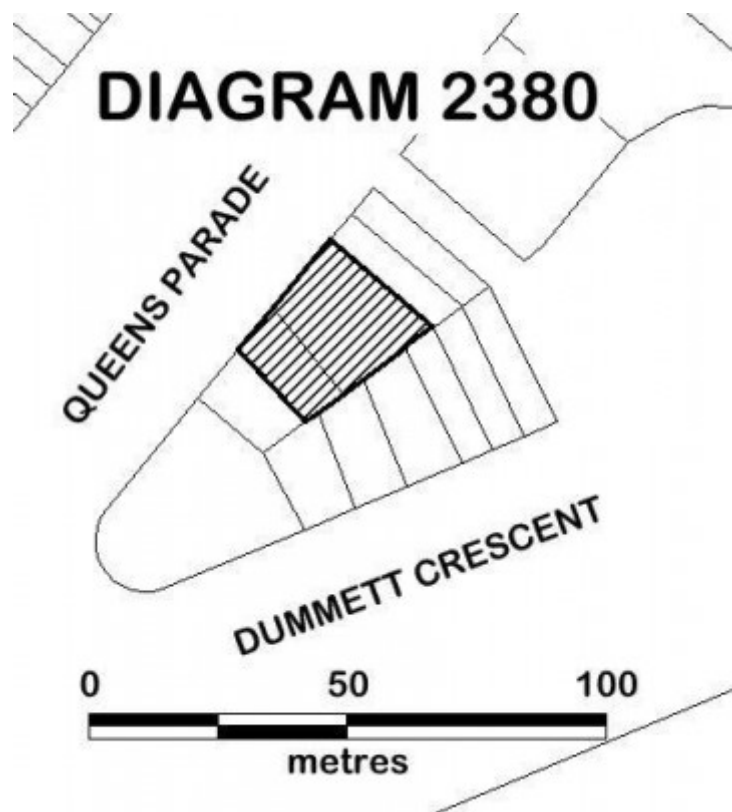


Diagram 2380.jpg

---

**Location**

205-211 QUEENS PARADE FITZROY NORTH, YARRA CITY

**Municipality**

YARRA CITY

**Level of significance**

Registered

**Victorian Heritage Register (VHR) Number**

H2380

**VHR Registration**

June 14, 2018

**Heritage Listing**

Victorian Heritage Register

---

## Statement of Significance

Last updated on - January 1, 1900

### WHAT IS SIGNIFICANT?

The Former Clifton Motors Garage including the 1938 Moderne structure fronting Queens Parade and the former workshop, showroom and residential spaces behind.

### History Summary

The site on which the Former Clifton Motor Garage is located was originally a sawmill and wood yard. In 1919 the site with existing workshop and garage was purchased by George and Lindsay Laity. In response to the growth in car ownership in the 1920s, the Laitys expanded the business by constructing a new brick garage and residence in 1921 and a car showroom in 1926. By 1933, Lindsay Laity was the sole owner. In 1938 he redeveloped the property, installed new equipment and engaged architect J H Wardrop to design a new unified frontage to Queens Parade in the Moderne style, similar to the adjacent United Kingdom Hotel (VHR H0684), also designed by Wardrop. During the 1940s and 50s, the business was owned by Edwin McKeown and then R. Bayford Pty Ltd. The property has been in the same ownership since 1964, when it began operating as Tru-Mould Tyre Services. In recent years, the property has operated as a bar and restaurant.

### Description Summary

The Former Clifton Motor Garage comprises a symmetrical street frontage in the Moderne style with workshop spaces behind (now converted to a kitchen and restaurant) and a former residence on the first floor. The place is dominated by a central tower with vertical fins above a centrally located window with entrance doors on either side. Single storey wings flank the tower on each side. Each wing has a large central opening for car access, and a window at each end. The lower walls are tiled with orange and brown ceramic tiles inlaid with red horizontal strip tiles. The upper walls are constructed of red bricks laid in a horizontal banded pattern with rendered panels framed in dark bricks. The former residence is located behind the central tower on the first floor and the ground floor is a single open space. The floors are polished concrete and the walls are exposed red brick. The western side of the building has exposed trusses and an unlined corrugated iron roof, and the eastern side has exposed trusses with plasterboard ceilings. The rear of the building now contains a commercial kitchen.

### Traditional owners/Registered Aboriginal Parties

This site is part of the traditional land of the Wurundjeri people.

### HOW IS IT SIGNIFICANT?

The Former Clifton Motors Garage is of architectural and historical significance to the State of Victoria. It satisfies the following criterion for inclusion in the Victorian Heritage Register:

#### Criterion D

Importance in demonstrating the principal characteristics of a class of cultural places and objects. 22 May 2018  
19

### WHY IS IT SIGNIFICANT?

The Former Clifton Motor Garage is significant at the State level for the following reasons:

The Former Clifton Motor Garage, designed by J H Wardrop is of architectural significance as a notable example of Moderne style architecture in Victoria. This is expressed through the striking 1938 street frontage to Queens Parade. Art Deco and Moderne style architecture became synonymous with car showrooms and garages, office buildings, cinemas and hotels in the 1920s and 1930s. The Former Clifton Motor Garage references the adjacent Former United Kingdom Hotel (VHR H0684), also designed by Wardrop through its scale, Moderne design and materials. The Former Clifton Motor Garage exhibits a streamlined, symmetrical design through the use of strong horizontal and vertical lines, cubic forms, vertical fins, and decorative brick and tile work. The Moderne frontage unifies the rear garage, showrooms and residence and conveys an image of the developing Australian motor car industry as modern, fast and forward thinking. Additionally, the Moderne frontage is an unusual and early example of the practice of modernising an earlier building through the construction of a new facade only.

The Former Clifton Motor Garage is significant to the State of Victoria for demonstrating the principal characteristics of motor garages and show rooms in Victoria. The relative lack of integration between the 1920s structures and 1938 Moderne facade, and the level of intactness of the place, offers a clear understanding of the history and evolution of the motor garage in Victoria. The surviving openings and cavernous spaces of the Place are clearly evident remnants of the functioning garage and show room, and the Moderne facade is a notable example of the pressure commonly felt by garage owners to rapidly modernise in the 1930s. The integrity of surviving structural and internal elements of the 1920s residence, including original timber staircases, balustrades and lead light windows also contribute to the ability of the Former Clifton Motor Garage to cohesively demonstrate the development and chronology of motor garages and show rooms in Victoria. [Criterion D]

## 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:

#### PROPOSED PERMIT EXEMPTIONS (UNDER SECTION 49(3) 42 OF THE *HERITAGE ACT 2017* HERITAGE ACT)

It should be noted that Permit Exemptions can be granted at the time of registration (under s.49(3) of the *Heritage Act 2017*s.42(4) of the Heritage Act). Permit Exemptions can also be applied for and granted after registration (under s.92 of the *Heritage Act 2017*s.66 of the Heritage Act).

#### General Condition 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 Condition 2

Should it become apparent during further inspection or the carrying out of works that original elements (defined as being elements of the place constructed between 1921-1938) 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 works shall cease and Heritage Victoria shall be notified as soon as possible.

### General Condition 3

All works should ideally be informed by Conservation Management Plans prepared for the place. The Executive Director is not bound by any Conservation Management Plan, and permits still must be obtained for works suggested in any Conservation Management Plan.

### General Condition 4

Nothing in this determination prevents the Heritage Council from amending or rescinding all or any of the permit exemptions.

### General Condition 5

Nothing in this determination exempts owners or their agents from the responsibility to seek relevant planning or building permits from the relevant responsible authority, where applicable.

### Specific Permit Exemptions

#### Exterior

- . Minor patching, repair and maintenance which replace like with like.
- . Removal of non-original items such as air conditioners, pipe work, ducting, wiring, antennae, aerials, signage etc and making good in a manner which does not damage the heritage fabric.
- . Installation or removal of non-original external fixtures and fittings such as hot water services and taps in a manner which does not damage the heritage fabric.

Installation or repair of damp-proofing by an approved method in a manner which does not damage the heritage fabric.

- . Painting of previously painted surfaces provided that preparation or painting does not remove the original paint, decorative schemes or painted signage, or damage the heritage fabric.

#### Interior

- . Painting of previously painted walls and ceilings provided that preparation or painting does not remove evidence of any original paint or other decorative scheme.
- . Demolition or removal of non-original stud/partition walls, suspended ceilings or non-original wall linings, non-original doors, windows, bathroom, bar, restaurant and kitchen fit-outs or lights.
- . Installation of removable stud walls provided that installation does not damage/remove original fabric.
- . Refurbishment of non-original bathrooms, toilets and kitchens including removal, installation or replacement of non-original sanitary fixtures and associated piping, mirrors, wall and floor coverings.
- . Removal of non-original tiling or concrete slabs in wet areas provided there is no damage to or alteration of original structure or fabric.
- . Installation, removal or replacement of electrical wiring provided that all new wiring is fully concealed and any original light switches, pull cords, push buttons or power outlets are retained in-situ. Note: if wiring original to the place was carried in timber conduits then the conduits should remain in situ.
- . Installation, removal or replacement of non-original carpets and/or flexible floor coverings, wall coverings, curtain, blinds, curtain tracks, rods, blinds, and hooks, nails and other devices for hanging artwork and mirrors.
- . Installation, removal or replacement of bulk insulation and plant in the roof space.
- . Installation, removal or replacement of smoke detectors.

## Maintenance and Security

. General maintenance including the removal of broken glass, the temporary shuttering of windows and covering of holes as long as this work is reversible and does not have a detrimental impact on cultural heritage significance.

## Public Safety and Security

. The erection of temporary security fencing, scaffolding or hoardings to prevent unauthorised access or secure public safety which will not have a detrimental effect on the fabric of the place. . Emergency building stabilisation (including propping) necessary to secure safety where a site feature has been irreparably damaged or destabilised and represents a safety risk.

Note: Urgent or emergency site works are to be undertaken by an appropriately qualified specialist such as a structural engineer, or other heritage professional.

## Hard Landscape Elements

There is no landscape or gardens associated with this place.

## Theme

### 3. Connecting Victorians by transport and communications

Construction dates 1938,

Architect/Designer Wardrop, James Hastie,

Heritage Act Categories Registered place,

Other Names BAYFORD MOTORS, CLIFTONS GARAGE, CLIFTON MOTOR GARAGE, CLIFTON MOTORS, CLIFTON HILL GARAGE, GARAGE, TRU-MOULD TYRE SERVICE,

Hermes Number 200965

Property Number

---

## History

### Development of Queens Parade

During the 1850s, what is now Queens Parade emerged as a track that linked Melbourne to Northcote and the Plenty River district. It was surveyed by Robert Hoddle in 1853, but the area remained largely undeveloped until the mid 1870s. In the 1880s, the extension of the cable tram service along Heidelberg Road saw more development.

### The car industry in Victoria

Cars were in use in Victoria from the early 1900s. Improvements in safety, comfort, cost and road conditions during the early 1920s encouraged massive growth in car ownership and car hire services. Petrol was initially purchased in four gallon tins but as demand grew, legislation was introduced which limited the storage of petrol for safety reasons. This resulted in the development of underground storage tanks from which petrol was pumped directly into the car tank. Car use declined significantly during World War II due to petrol rationing and wartime shortages, but post war affluence saw unprecedented car ownership growth.

The popularity of the car contributed to significant changes in the built environment through the development of new building types, at first, garages, workshops and showrooms, and later, car parks, drive in theatres,

restaurants and shopping centres. The car also created new forms of recreational activities, influenced the development of new infrastructure and allowed for the development of fringe suburbs.

#### Development of the site

The site on which the Former Clifton Motor Garage is located was occupied by a sawmill and wood yard in the early 1900s. In 1919, the site, with an existing workshop and garage, was purchased by George and Lindsay Laity. The increasing growth in car ownership in Australia in the 1920s is reflected in the expansion of the premises, beginning with the purchase of the adjacent land and construction of a new brick garage and residence in 1921. The workshop was located on the ground floor, with the residence above. In 1926, the Laity's purchased more land and constructed a car showroom with taxis and touring cars for hire, and also provided 'all kinds of repairs and overhauling at cheapest rates'.

In 1933, Lindsay Laity became the sole owner of the property and in 1938, he redeveloped the three existing building to form one cohesive building. This resulted in a large unobstructed floor area, installation of the latest precision machinery, service equipment and labor-saving devices, and new electricity-controlled filling pumps. The building was unified through the construction of a new frontage facing Queens Parade designed in the Moderne style by architect J H Wardrop who also designed the adjacent United Kingdom Hotel (VHR HO684). An article in the Herald in May 1939 states that the garage 'adjoins the imposing United Kingdom Hotel and carries on the distinctive modern architecture of that building.'

In 1945 the business was purchased by Edwin McKeown. Ownership was transferred to R. Bayford Pty Ltd in 1953, and McKeown remained as the occupant until 1956 when Bayford assumed operations.

The property has been in the family of the existing owners since 1964, when it operated as a drive in tyre business, Tru-Mould Tyre Services. In recent years, the property has operated as a bar and restaurant.

#### Key references

Coleman Architects (2017) Heritage Assessment, 205-211 Queens Pde & 6-12 Dummett Cres, North Fitzroy

Goad, Philip (2009) Melbourne Architecture, The Watermark Press, NSW

Grow, Robin (2009) Melbourne Art Deco, Ripe off the Press, Melbourne

New Garage Links with Big Building Block Herald 10 May 1939 (Reference from Robin Grow)

### Assessment Against Criteria

The Former Clifton Motors Garage is of architectural and historical significance to the State of Victoria. It satisfies the following criterion for inclusion in the Victorian Heritage Register:

#### Criterion D

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

### Extent of Registration

#### NOTICE OF REGISTRATION

As Executive Director for the purpose of the **Heritage Act 2017**, I give notice under section 53 that the Victorian Heritage Register is amended by including the following place in the Heritage Register:

Number: H2380

Category: Heritage Place

Place: Former Clifton Motor Garage

Location: 205-211 Queens Parade, Fitzroy North

Municipality: Yarra City

All of the place shown hatched on Diagram 2380 encompassing all of Lots 2 and 3 on Lodged Plan 6254.

Dated 14 June 2018

STEVEN AVERY  
Executive Director

[Victoria Government Gazette G 24 14 June 2018 1287]

---

*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/>*