
T D NOONE WOVEN PRODUCTS PTY LTD (NEON SIGN)



Detail of neon sign

Location

537-545 KEILOR ROAD, NIDDRIE, MOONEE VALLEY CITY

Municipality

MOONEE VALLEY CITY

Level of significance

Included in Heritage Overlay

Heritage Overlay Numbers

HO338

Heritage Listing

Moonee Valley City

Statement of Significance

Last updated on -

What is significant?

The T D Noone neon sign, erected in 1967, is a double-sided pedestal-type sign, comprising a elongated rectangular metal box mounted atop a tall metal pole. The two faces are painted red, with white lettering that spells out the words TEE DEE in large cursive script and SCHOOL WEAR in a smaller san serif font, with a striped tie motif alongside.

How is it significant?

The T D Noone neon sign is of historic and aesthetic significance to the City of Moonee Valley.

Why is it significant?

Historically, the T D Noone neon sign is one of a small number of vintage pedestal neon signs that survive in Victoria, demonstrating a signmaking technology that was ubiquitous from the 1930s to the 1970s but is now largely superseded.

Aesthetically, the T D Noone sign is a prominent and distinctive element in the Keilor Road industrial streetscape. Although of relatively conventional form in contrast to certain other pedestal neon signs (eg Metropolitan bowling alley in Moonee Ponds), it nevertheless incorporates various font styles (both block lettering and cursive lettering, the latter a recurring theme in neon signage) as well as the company logo, in the form of a small necktie.

Heritage Study/Consultant	Moonee Valley - City of Moonee Valley Gap Heritage Study, Heritage Alliance, 2005;
Construction dates	1967,
Other Names	Noonewear, Tee Dee Schoolwear,
Hermes Number	29766
Property Number	

Physical Description 1

The T D Noone complex consists of several discrete buildings. The shed-like building at No 537, with its brick facade and stepped parapet, is evidently the original building occupied from 1958. The adjacent factory at No 541, built in 1967, comprises a sawtooth-roofed concrete block building with a flat-roofed single-storey painted brick wing along the street front. The latter has a canted facade with an elongated strip window (since concealed by metal sheet signage) and full-height timber-framed shopfront windows to the left side. At the rear is a detached fibro-clad building with steep skillion roof and timber-framed windows.

The neon sign is a pedestal-type sign that stands in front of the 1967 factory. It comprises a metal box, approximately 2 metres long and half a metre high, elevated about 3 metres from the ground on a metal pole. No manufacturer's name is evident. The two faces of the double-sided sign are painted red, with white lettering (delineated by neon-filled glass tubing) that spells out the words TEE DEE in large cursive script and SCHOOL WEAR in a smaller sans serif font, with a striped tie motif alongside. Both sides of the sign are protected by clear glass screens.

Historical Australian Themes

THEMATIC CONTEXT

3.13 Developing an Australian manufacturing capacity

5.2 Organising workers and work places

3.19 Marketing and retailing

3.25 Adorning Australians

5.2 Organising workers and work places

Physical Conditions

CONDITION

The neon sign appears to be in excellent condition; it is not known, however, if it remains in working order

Integrity

INTEGRITY

The neon sign is substantially intact, still retaining all of its neon tubing.

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/>