
London Baby Carriage Manufacturers Pty Ltd. Factory and show room



richmond bridge road
richmond bridge road 153-
161



7163.JPG

Location

153-161 Bridge Road, RICHMOND VIC 3121 - Property No 351270

Municipality

YARRA CITY

Level of significance

Incl in HO area indiv sig

Heritage Overlay Numbers

HO310

Heritage Listing

Yarra City

Statement of Significance

Last updated on - January 1, 2014

London Baby Carriage Manufacturers Pty Ltd. Factory and show room, 153-161 Bridge Road, Richmond

This site is subject to a Statement of Significance for the building, as well as a Statement of Significance for the Precinct in which it is located.

Please find below the Statement for the building, followed by the Statement for the Precinct.

Statement of Significance for the building

What is significant?

The London Baby Carriage Manufacturers Pty Ltd. factory and show room at 153-161 Bridge Road, Richmond was created in 1941 for Hilda and Ruby Wrixon and has other historical associations with the London Baby Carriage Pty Ltd. The place has a fair integrity to its creation date (tiles/bricks painted).

Fabric from the creation date at the London Baby Carriage Manufacturers Pty Ltd. Factory and show room is locally significant within the City of Yarra, compared to other similar places from a similar era.

How is it significant?

The London Baby Carriage Manufacturers Pty Ltd. Factory and show room at 153-161 Bridge Road, Richmond is historically and architecturally significant to the locality of Richmond and the City of Yarra.

Why is it significant?

The London Baby Carriage Manufacturers Pty Ltd. Factory and show room is significant as a distinctive Moderne style factory on a corner site.

'This streamlined Moderne style painted and rendered brick building is . given a strong horizontal emphasis with the use of horizontal banding to walls and parapet and expansive, horizontally proportioned window openings. The central projecting entry bay to the building is highlighted by a stepped-up section of parapet and a curved cantilevered horizontal awning, and is surmounted by a flagpole.' (Wight 2001)

Precinct statement of significance

Component streets include:

Bridge Road,

Church Street

Waltham Street,

Statement of Significance

What is significant?

Created as a major road reserve in Robert Hoddle's Crown Allotment survey of the 1830s (18), Bridge Road was connected to Hawthorn by a bridge over the Yarra River in 1855. The eastern end of Bridge Road was known as Campbell Parade after it was widened in the 1870s.

As a main thoroughfare from Melbourne to the eastern suburbs by the mid 1850s, retail and service trades concentrated at the west end of Bridge Road, including butchers, drapers, a shoemaker, fruiterers, tailors, hairdressers, grocers, Egan's steam sawmill and several hotels. The villa gardens of Joseph Bosisto and William Highett were on the less developed north side of this end of Bridge Road.

Today the majority of the Victorian-era buildings in Bridge Road date from the 1870s and 1880s when the advent of horse drawn omnibuses brought shoppers to the area. These were replaced by cable trams in 1885 and an electrified tram service in 1916, each new mode of transport improving access to the shops and residences lining the road. The historical and architectural focus of the street, the Richmond municipal offices and town hall complex (incorporating a courthouse), was constructed on the courthouse reserve in 1869-1871 and redeveloped in the 1930s in a Neo-Egyptian manner. Separate post office and police station buildings were added in 1871. Over time, as the civic centre of Richmond, this became the site for other public buildings (two theatres, Metropolitan Gas Company's Richmond gasometer and residence.) erected in the vicinity of the town hall group.

Main development era

Bridge Road Heritage Overlay Area, Richmond is a predominantly 19th and early 20th century commercial strip and Richmond's civic hub, with a contribution from well preserved inter-war buildings and individually significant places of all eras, that has the following key characteristics.

Contributory elements

One and two-storey Victorian and Edwardian-era shops with (but not exclusively):

- . Typically living accommodation over or at the rear of ground level shops;
- . Typically configured as continuous rows with no front or side boundary setbacks, typically set out on a 6m wide module;
- . Some distinctive individually significant building designs;
- . Typically parapeted building forms with concealed pitched roofs;
- . Typically vertically oriented rectangular openings, symmetrically arranged, to the upper level facades;
- . Typically stuccoed facades having trabeation and ornamentation derived from Italian Renaissance architecture but also with some face brick for early Victorian-era (bichrome, polychrome) and Edwardian-era (pressed red brick) buildings;
- . Some use of upper level verandahs or loggias for residential use;
- . Once typically extensive post-supported street verandahs, timber and iron construction, with some cantilever awnings for 20th century buildings; and
- . Once typically large display windows at ground level, timber framed with plinths, and recessed tiled or stone paved entries, some remaining (see 383 Bridge Rd) also some metal framed (brass, copper) shopfronts for early 20th century buildings;

Contributory elements also include (but not exclusively):

- . Well preserved inter-war buildings, with original or early shop fronts;
- . Architecturally significant buildings that express a range of key commercial development periods in the City;
- . Tramlines and associated tram shed sites;
- . Traditional street elements such as bluestone pitched crossings, kerbs, and gutters, cast-iron grates, and asphalt paved footpaths; and
- . The Richmond City Hall complex, with associated former Court House and Police Station.

How is it significant?

HO310 Bridge Road Heritage Overlay Area, Richmond is **aesthetically and historically** significant to the City of Yarra (National Estate Register [NER]Criteria E1, A4)

Why is it significant?

Bridge Road Heritage Overlay Area, Richmond is significant:

- . As one Richmond's principle thoroughfares that leads to the first bridge to connect Richmond to Hawthorn, retaining many Victorian-era shops;
- . As an important commercial precinct in Richmond, particularly expressive of the 19th and early 20th centuries and incorporating Richmond's civic hub;
- . For the architectural continuity and high integrity of upper level facades to their construction date;

- . For some well-preserved early shopfronts from the Victorian to the inter-war period;
- . For the good and distinctive examples of Victorian and Edwardian-era architectural styles and ornamentation as evocative of the street's premier role in Richmond;
- . For the architecturally significant examples of shop buildings from the 1920s and 1930s that relate well to the dominant Victorian-era and Edwardian-era scale and character;
- . For the tramlines as the functional descendants of those originally installed in 1885;
- . For traditional street elements such as bluestone kerbs, pitched crossings, gutters and asphalt footpaths;
- . For the landmark quality of the Richmond Town Hall, with associated Court House and Police Station; and
- . For the contribution of individually significant or well preserved buildings that express a range of key development periods in the street and the City.

References

18 Cited as 1837- 1st survey 1839

Heritage Study/Consultant	Yarra - Richmond Conservation Study, John & Thurley O'Connor, Ros Coleman & Heather Wright, 1985; Yarra - City of Yarra Heritage Review, Allom Lovell & Associates, 1998; Yarra - City of Yarra Review of Heritage Overlay Areas, Graeme Butler & Associates, 2007;
Construction dates	1941,
Hermes Number	103499
Property Number	

Physical Description 2

A distinctive Moderne style factory (tiles/bricks painted) on a corner site.

'This streamlined Moderne style painted and rendered brick building is à given a strong horizontal emphasis with the use of horizontal banding to walls and parapet and expansive, horizontally proportioned window openingsà The central projecting entry bay to the building is highlighted by a stepped-up section of parapet and a curved cantilevered horizontal awning, and is surmounted by a flagpole.' (Wight 2001-2)

Integrity

Fair

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/>