
Olympic Tyre & Rubber



HO114 (3) - Olympic Tyre
& Rubber, 56-84 Cross
Street, West Footscray.JPG



HO114 (1) - Olympic Tyre
& Rubber, 56-84 Cross
Street, West Footscray.JPG



HO114 (2) - Olympic Tyre
& Rubber, 56-84 Cross
Street, West Footscray.JPG

Location

56-84 Cross Street FOOTSCRAY WEST, Maribyrnong City

Municipality

MARIBYRNONG CITY

Level of significance

Included in Heritage Overlay

Heritage Overlay Numbers

HO114

Heritage Listing

Maribyrnong City

Statement of Significance

Last updated on - February 26, 2000

City of Maribyrnong Heritage Review Statement of Significance:

The Olympic Tyre and Rubber factory is of State architectural and historical significance as one of the most accomplished examples of the Moderne style factory facades which are well represented in the region but otherwise relatively rare. (Criterion A3) The extensive elevation to a main rail line demonstrates architectural flair

and a consciousness of the world trends in industrial architecture. The building reflects the high point of the period of industrial development in the region in the 1930s and '40s providing contrast to the historical fact of the depression. (Criterion A4)

Within the framework of the Moderne style current at the time, the architectural treatment presents a distinctive approach and creates a considerable impact. (Criterion F1)

Historically the site is associated with the business and personal success of Sir Frank Beaurepaire who achieved fame in his triple Olympic attendance, 1908, 1920, 1924, was Lord Mayor in 1940-42 and knighted in 1940. The building reflects the prosperity of an Australian firm which achieved major successes and innovations in an industry dominated by overseas technologies and competition. (Criterion H1)

The landscape elements of the formal garden remnants, including the Italian Cypress trees contribute to the aesthetic value of the place.

Footscray Conservation Study SOS

Architecturally, an accomplished and extensive elevation substantially in the Moderne style which parallels with other industrial growth in Footscray just prior to and during the Second War. Historically, it is closely linked with the personal success story of Frank Beaurepaire and the development of an Australian industry in the face of international innovation and competition.

Given the extent of the works visible from the street, the emphasis of this significance is on the Cross Street elevation.

Australian Heritage Commission (AHC) criteria

The Australian Heritage Commission criteria consist of a set of eight criteria which cover social, aesthetic, scientific, and historic values. Each criterion has sub-criteria written specifically for cultural or natural values. The relevant criteria are:

A.3 richness and diversity of cultural features

A.4 demonstrates well the course and pattern of history, important historic events

F.1 design or technological achievement .

H.1 association with important person or group

Heritage Study/Consultant	Maribyrnong - Maribyrnong Heritage Review, Jill Barnard, Graeme Butler, Francine Gilfedder & Gary Vines, 2000;
Construction dates	1933, 1934,
Other Names	Pacific Dunlop, Dunlop Olympic, Beaurepaire's,
Hermes Number	28361
Property Number	

Physical Description 1

Like many similar-sized factory complexes, this site possesses a stylish office and showroom facade in front of acres of unadorned factory space behind. The sawtooth roof is used extensively, and the facade carries the firm's image in the latest architectural style of coloured brickwork, curves and architectural fins of the advanced

Streamlined Moderne. Going a step further than the contemporary factories in Geelong Road, the facade is in three parts with a central pedimented wing set back from a garden court and alluding to the Neo Greek style of the 1920s. The concrete water tank towers above and behind the centre of the pediment and main entrance. Moderne styling is apparent, however, in the flanking two and three story wings which involve rounded forms with a central raised section dividing the fenestration with manganese brick fins.

In imitation of the picture theatres of the period, the eastern wing has the rolling brick curved walls which tuck into a recessed glazed entrance sitting beneath a slim, curved, cantilevered concrete canopy. Either side of this, the formal, classical landscape is evoked by Italian Cypress, typical of the style. The British Hoover factory in London (1932-5) may have been an inspiration or perhaps even the now demolished Firestone Tyre Factory of 1928.

Physical Conditions

The buildings are in good condition apart from minor alterations and the removal of some elements, for example the original steel boiler chimney.

Integrity

Intact to its original external condition on the Cross Street elevation apart from minor alterations to openings, considerable reconstruction and alteration to factory buildings behind.

Physical Description 2

Located opposite Footscray West rail yards, and can be seen as an extension of the early 20th century industrial south of the railway and along Geelong Road.

Historical Australian Themes

Thematic context

Australian Principal Theme Manufacturing and Processing

PAHT Subtheme: Manufacturing and Processing

Local Theme Industry Pushing Outwards:

Physical Description 3

Creation date(s): 1933, 1934-1940

Heritage Significance *state*

Map (Melway) 41 J4

Boundary description The major buildings facing Cross Street to the depth of the sawtooth roof sections behind.

Local Government Area: City of Maribyrnong

Ownership Type Private

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/>