

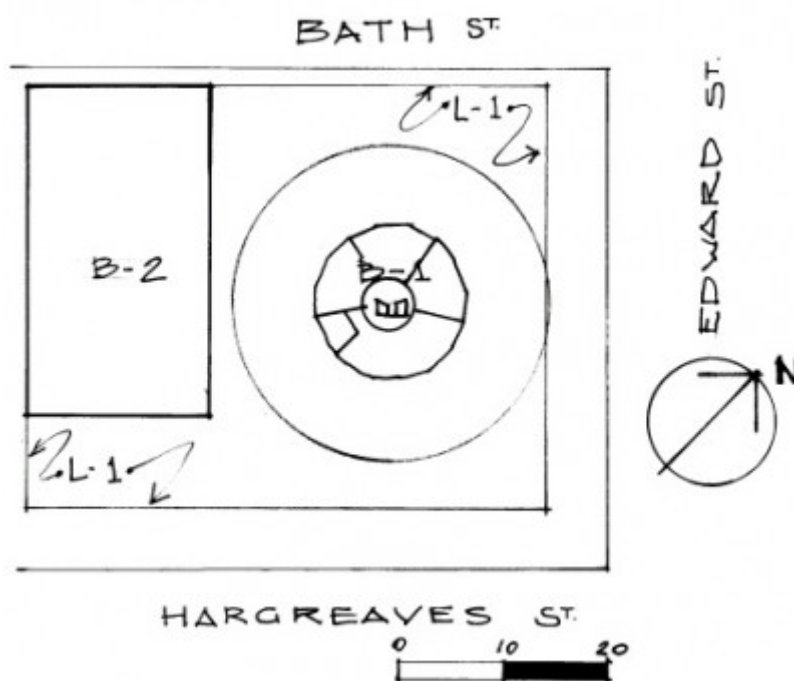
BEAUREPAIRE MOTOR GARAGE



BEAUREPAIRE MOTOR GARAGE
SOHE 2008



1 beaurepaire motor garage hargreaves
street bendigo front view



beaurepair motor garage bendigo plan

Location

404-406 HARGREAVES STREET BENDIGO, GREATER BENDIGO CITY

Municipality

GREATER BENDIGO CITY

Level of significance

Registered

Victorian Heritage Register (VHR) Number

H1736

Heritage Overlay Numbers

HO150

VHR Registration

August 20, 1998

Heritage Listing

Victorian Heritage Register

Statement of Significance

Last updated on - May 28, 1999

Beaurepaire Tyre Services Pty. Ltd. erected the Bendigo garage in 1958 to replace earlier premises, also in Hargreaves Street, built in 1930. The company purchased the present site, at the corner of Edwards Street, in 1958, and built the circular structure to a design seen by Ian Beaurepaire on a tour through the United States of America. Alongside this building, a tyre factory was erected in cream brick, for the garage essentially repaired and sold automobile tyres. Parallel to Hargreaves Street, however, was a pump island, with Golden Fleece bowsers sheltered beneath the main building's circular canopy.

The Beaurepaire Tyre Service at Bendigo is of architectural significance to the State of Victoria.

The Beaurepaire Tyre Service garage was designed by prominent Melbourne architects, Eggleston, McDonald and Secomb, as a fantastic eye-catching building. As a 'round house' service station, Beaurepaire West Bendigo is unique in Victoria. Built in 1958 to a design seen by Ian Beaurepaire on a tour through North America, the service station reflected the growing influence of the United States in post-war architectural design. The Beaurepaire Tyre Service at Bendigo combines architecture and advertising. The building, round like a tyre, declares its function to passers-by.

The service station is also historically significant for its association with the Beaurepaire Tyre Service Pty Ltd, a large and successful retailer and manufacturer of automobile tyres founded in 1922 by Sir Frank Beaurepaire.

Permit Exemptions

EXEMPTIONS FROM PERMITS: (Classes of works or activities which may be undertaken without a permit under Part 4 of the Heritage Act 1995) Policy of Permit Exemptions Permit Exemptions are granted on the basis that the exempted works do not alter the significance of the registered place. The Beaurepaire Tyre Service Station is significant for the design of the circular service building, and the relationship between it and the brick structure of the tyre works. Permit Exemptions Circular Building Works which do not affect the existing brick and glass walls or the circular canopy are permit exempt. The refitting of toilets and sinks, tileworks and re finishing are permit exempt provided they do not affect the external appearance of the building. Interior refinishing (floor coverings, wall painting, tiling in toilet areas) of the circular building is permit exempt. Permit Exemptions Brick Building All interior works which do not affect the external appearance of the brick

building are permit exempt.

Construction dates 1958,
Architect/Designer Eggleston Macdonald & Secomb,
Heritage Act Categories Registered place,
Hermes Number 5380
Property Number

History

Contextual History:History of Place:
 Beaurepaire Tyre Services Pty. Ltd. erected this garage in 1958 to replace earlier premises, also in Hargreaves Street, built in 1930. The company purchased the present site, at the corner of Edwards Street, in 1958, and built the circular structure to a design seen by Ian Beaurepaire on a tour through the United States of America. Alongside this building, a tyre factory was erected in cream brick, for the garage essentially repaired and sold automobile tyres. Parallel to Hargreaves Street, however, was a pump island, with Golden Fleece bowsers sheltered beneath the main building's circular canopy.

 Francis Beaurepaire (1891-1956), sportsman, businessman, and civic leader, founded the Beaurepaire Tyre Service with his brother-in-law, Oscar McKay, in 1922. Offices were opened in LaTrobe Street, Melbourne, with the first branches established in Ballarat and St. Kilda Road, Melbourne (1926), Bendigo (1929), Geelong (1930), and Mildura (1935). In 1937, the financial affairs of the company were re-organised by the creation of Beaurepaire Investments Pty. Ltd. Additional branches were then opened in Albury, Warrnambool, and Sale (1937), Horsham, Shepparton, and Colac (1938), Swan Hill (1944), and Hamilton (1945).

 Erected in cream brick, with curtain walls, a spacious forecourt, and distinctive circular canopy, the Beaurepaire Tyre Service reflected the concern for up-to-date premises which followed the introduction of 'solo' marketing. The new marketing arrangement was introduced by Shell in 1951, requiring selected resellers to deal exclusively with that company. In the following months, Vacuum, Caltex, and Atlantic Union (later Esso) adopted similar policies, thus ending the system of multi-brand marketing in which each company were represented by a pump at reseller outlets.

 The new arrangements caused an unprecedented increase in the number of service stations in Victoria, for as one marketing company secured a site for its petrol, rival companies were forced to establish new outlets in order to gain representation 'at the bowsers'. In 1965, the number of service stations and motor garages in Victoria reached a post-war peak of 5 572, a five-fold increase on the number of outlets in operation at the beginning of 'solo' marketing. In Bendigo, the increase was no less marked; in 1960 the Advertiser reported the opening on seven new service stations .
 Associated People: Assoc.People IAN BEAUREPAIRE

Plaque Citation

This American-influenced building, circular like a tyre to advertise its function, was built in 1958 for Beaurepaire Tyre Services Pty Ltd to a design by the Melbourne architects Eggleston, McDonald & Secomb.

Extent of Registration

NOTICE OF REGISTRATION

As Executive Director for the purpose of the Heritage Act, I give notice under section 46 that the Victorian Heritage Register is amended by including the Heritage Register Number 1736 in the category described as a Heritage place:

Beaurepaire Motor Garage, 382 Hargreaves Street, Bendigo, City of Greater Bendigo.

EXTENT:

1. All of the building marked B-1 and all of the exterior of the building marked B-2 shown on Diagram 607824

held by the Executive Director.

2. All of the land marked L-1 shown on Diagram 607824 held by the Executive Director, being all of the land in Certificate of Title Volume 439 Folio 779 & Volume 380 Folio 823.

Dated 13 August 1998.

RAY TONKIN
Executive Director

[*Victoria Government Gazette* G 33 20 August 1998 p.2255]

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/>