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## Former Pelaco Ltd & Sign



B6428 Former Pelaco Sign

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### Location

21-31 Goodwood Street,, RICHMOND VIC 3121 - Property No B6428

### Municipality

YARRA CITY

### Level of significance

Regional

### Victorian Heritage Register (VHR) Number

H1149

### Heritage Listing

National Trust

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### Statement of Significance

Last updated on - August 29, 2006

Pelaco Factory

Statement of Significance: The Pelaco factory is significant at the Regional level for its historical and social significance. Pelaco was a pioneer of apparel production systems in Australia and Australia's best-known shirt manufacturer. Pelaco's two factories on Richmond Hill also made the company a focus of local urban geography and of Richmond's social and economic life for seventy-five years. The factory was Pelaco's headquarters during its period of peak market share.

Classified: "Regional" 17/03/1993

## Pelaco Sign

Statement of Significance: The "Pelaco" sign, erected in 1939, is of State Significance as probably the oldest, and certainly one of the most well known older illuminated signs in Melbourne, and an exceptionally rare survivor of a once common form.

Though not currently operating, it is one of the few large scale signs left in Melbourne designed to be animated (i.e. incorporating a changing sequence of lighting of globes and neon tubing to create the illusion of movement). The Pelaco sign is also important since it advertises not only a product, but the location of its manufacturer, a once common practice of which there are very few examples remaining.

The sign is historically significant as it is a highly recognised symbol of Pearson Law and Company, which first introduced 'Industrial Efficiency' (mass production techniques) to the garment industry in Australia, and introduced a number of innovative employment conditions.

The sign is of social significance, having been a distinctive part of Richmond's skyline for over half a century, and a symbol of Richmond's now almost extinct industrial past. Its scale is testimony to the success of the Company, from its beginnings as the Derry Shirt Factory in Carlton in 1908 to its peak in 1951 when Pelaco employed 1500 people and was operating tin factories in three states, and was a icon of Australian manufacturing.

Classified "State" 28/08/1995

(VHR H1149 (sign only))

Hermes Number 67060

Property Number

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*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/>*