

MacRobertson Pty Ltd, confectionary works offices (former), 214 Argyle Street, Fitzroy

Heritage overlay: HO334

City of Yarra Property Number: 238330 (unit 1 of 6)

What is significant?

The MacRobertson Pty Ltd, confectionary works offices at 214 Argyle Street, Fitzroy was created in 1937 for MacRobertson Pty. Ltd. and has long historical associations with this firm. The place has a good integrity to its creation date. Fabric from the 1930s at the MacRobertson Pty Ltd, confectionary works offices is locally significant within the City of Yarra, compared to other similar places from a similar era.

How is it significant?

The MacRobertson Pty Ltd, confectionary works offices at 214 Argyle Street, Fitzroy is historically and architecturally significant to the locality of Fitzroy and the City of Yarra.

Why is it significant?

The MacRobertson Pty Ltd, confectionary works offices, former is significant as a distinctive Moderne style rendered factory building, with banded parapet, steel framed windows, clock, metal sign, and (over-painted) brickwork detailing. MacRobertson Pty Ltd. was an important Melbourne manufacturer early this century and inter-war.

'This rendered Art Deco style (or Moderne style) single storey former industrial building ... is quite a well detailed building ... It incorporates a horizontal banded parapet and metal framed windows, and has a relatively generous street setback with some mature trees planted in the entry forecourt. Along the street frontage, there is a rendered brick fence, which is reflective of the character of the building it fronts.' (Wight 2001)

References:

Municipal rate books:

Argyle St 214, Fitzroy

VPRS 4301/P/1

City of Fitzroy / Central Ward

Rate year	Rate no.	Occupier	Owner	Description	NAV
1944/45	4556	MacRobertson Pty. Ltd.	MacRobertson Pty. Ltd.	Argyle St. 214/218 Argyle St Brick Offices	472
1940/41	4555	MacRobertson Pty. Ltd.	MacRobertson Pty. Ltd.	Argyle St. 214/218 Argyle St Brick Offices	472
1939/40	4558	MacRobertson Pty. Ltd.	MacRobertson Pty. Ltd.	Argyle St. 214/218 Argyle St Brick Offices	472
1938/39	4559	MacRobertson Pty. Ltd.	MacRobertson Pty. Ltd.	Argyle St. 214/218 Argyle St Brick Offices	472
1937/38	4565	MacRobertson Pty. Ltd.	MacRobertson Pty. Ltd.	Argyle St. 214/218 Stone Store	472
1936/37	4565	MacRobertson Pty. Ltd.	MacRobertson Pty. Ltd.	Argyle St. 214/218 Stone Store	80

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1935/36	4565	MacRobertson Pty. Ltd.	MacRobertson Pty. Ltd.	Argyle St.
	214/218	Stone Store	80	
1930/31	4566	MacRobertson Pty. Ltd.	MacRobertson Pty. Ltd.	Argyle St.
	214/218	Stone Store	45	

Melbourne or Victorian directories:

Argyle St 214, Fitzroy
Sands and McDougall
South Side

1944-45	208-218 MacRobertson Pty Ltd, confctry wks.
1940	208-218 MacRobertson Pty Ltd, confctry wks.
1939	208-218 MacRobertson Pty Ltd, confctry wks.
1938	MacRobertson confry
1937	MacRobertson confry
1936	MacRobertson confry
1935	MacRobertson confry

Other references:

Wight 2001: 'This rendered Art Deco style (or Moderne style) single storey former industrial building is somewhat at odds with the prevailing mid to late nineteenth century character of South Fitzroy, though it is quite a well detailed building in its own right. The building appears to have been converted to multi residential use in recent times. It incorporates a horizontal banded parapet and metal framed windows, and has a relatively generous street setback with some mature trees planted in the entry forecourt. Along the street frontage, there is a rendered brick fence, which is reflective of the character of the building it fronts.'