

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

Heritage overlay: HO310

City of Yarra Property Number: 181295

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)

References:

Municipal rate books:

VPRS 9990/P/0001

City of Richmond / West Ward

Rate year/Rate no./Occupier/Owner/Description /NAV

1944/45; 7328; London Baby Carriage Pty Ltd; Wrixon Hilda and Ruby, 152 Chapel St Prahran; 153-161 Bridge Rd, Factory; 600

1943/44; 7333; London Baby Carriage Pty Ltd; Wrixon Hilda and Ruby, 152 Chapel St Prahran; 153-161 Bridge Rd, Factory; 600

1942/43; 7240; London Baby Carriage Pty Ltd; Wrixon Hilda and Ruby, 152 Chapel St Prahran; 153-161 Bridge Rd, Factory; 600

1941/42; 7288; London Baby Carriage Pty Ltd; Wrixon Hild and Ruby, 152 Chapel St. Prahran; 153-161 Bridge Rd, Factory; 600

1940/41; 7149; London Baby Carriage Pty Ltd (in pencil); Wrixon Hilda Mary and Ruby Alma, 152 Chapel St Prahran; Land and boarding; 120

Melbourne or Victorian directories:

North Side

1944/5; 153-7, London Baby Carriage mnfrs Pty Ltd.

1942; 153-7, London Baby Carriage mnfrs Pty Ltd.

1941; No Listing

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1940; No Listing

Other references:

MMBW Detail Plan shows outline of large house as 157 Bridge Road
Wight 2001: 'This streamlined Moderne style painted and rendered brick building is somewhat at odds with the prevailing late nineteenth/ early twentieth century character of Bridge Rd, though it is quite a distinguished building in its own right. The building is given a strong horizontal emphasis with the use of horizontal banding to walls and parapet and expansive, horizontally proportioned window openings (which may be of a later date). 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.'