

McLaren and Co Pty Ltd, carton makers factory/warehouse, 156 George Street, Fitzroy

Heritage overlay: HO334

City of Yarra Property Number: 299195 (unit 1)

What is significant?

The McLaren and Co Pty Ltd, carton makers factory/warehouse at 156 George Street, Fitzroy was created in 1936 for McLaren and Co Pty Ltd and has a close association with the firm. The place has a good integrity to its creation date.

Fabric from the creation date at the McLaren and Co Pty Ltd, carton makers factory/warehouse is locally significant within the City of Yarra, compared to other similar places from a similar era.

How is it significant?

The McLaren and Co Pty Ltd, carton makers factory/warehouse at 156 George Street, Fitzroy is historically and architecturally significant to the locality of Fitzroy and the City of Yarra.

Why is it significant?

The McLaren and Co Pty Ltd, carton makers factory/warehouse is significant as a distinctive example of a Moderne style industrial design.

'This substantial brick Art Deco (Moderne) style factory building ... is articulated by the use of a combination of materials, including a variety of bricks and rendered banding and ornamentation. The buildings are given a horizontal emphasis with the use of horizontally proportioned window combinations and rendered banding. The corner of the building is articulated with a cream brick tower element. Some of the brickwork, particularly at street level, has been painted, and some modern alterations such as modern windows and signage have also affected the integrity of the complex' (Wight 2001).

References:

Municipal rate books:

VPRS 4301/P/0001

City of Fitzroy / East Ward

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

1944/45; 2364; McLaren and Co Pty Ltd; O/O; 144-164 George St, Stone and Brick Factory ; 2000

1940/41; 2389; McLaren and Co Pty Ltd, Box factories; O/O; 144-164 George St, Stone and Brick Factory ; 2000

1939/40; 2384; McLaren and Co Pty Ltd, Box factories; O/O; 144-164 George St, Stone and Brick Factory ; 2000

1938/39; 2383; McLaren and Co Pty Ltd, Box factories; O/O; 144-164 George St, Stone and Brick Factory ; 1000

1937/38; 2387; McLaren and Co Pty Ltd, Box factories; O/O; 144-164 George St, Stone and Brick Factory ; 1000

1936/37; 2395; McLaren and Co Pty Ltd, Box factories; O/O; 144-164 George St, Stone and Brick Factory ; 1000

City of Yarra Review of Heritage Precincts 2007

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1935/36; 2399; McLaren and Co Pty Ltd, Box factories; O/O; 144-146 George St, Brick Factory ; 160

Melbourne or Victorian directories:

East Side

1950; 144-164 Carlton Mkrs

144-164 Wembley Brd and Ppr Mls Pty Ltd, ppr mers

Webb St

1944/45; 144-164 Carlton Mkrs

144-164 Wembley Brd and Ppr Mls Pty Ltd, ppr mers

Webb St

1940; 144-164 McLaren and Co Pty Ltd, carton mkrs

1935; 144-146 Kimpton and Jordan furn mrs

148-164 McLaren and Co Pty Ltd carton makers

Webb St

1930; 144-146 Kimpton and Jordan furn mrs

150-158 McLaren and Co Pty Ltd, carton mkrs

1925; 150-158 McLaren and Co Pty Ltd, carton mkrs

Other references:

MMBW Detail Plan shows earlier buildings, United Methodist Church / George Hotel;

Proclaim- 6 property numbers;

Wight 2001:

‘This substantial brick Art Deco style factory building is somewhat at odds with the prevailing mid to late nineteenth century character of South Fitzroy, though it is quite a distinguished complex of buildings in its own right. The building is articulated by the use of a combination of materials, including a variety of bricks and rendered banding and ornamentation. The buildings are given a horizontal emphasis with the use of horizontally proportioned window combinations and rendered banding. The corner of the building is articulated with a cream brick tower element. Some of the brickwork, particularly at street level, has been painted, and some modern alterations such as modern windows and signage have also affected the integrity of the complex.