

McCrohan's garage, later Filtration and Water Sifting Pty Ltd factory, 304-310 Gore Street, Fitzroy

Heritage overlay: HO334

City of Yarra Property Number: 259320

What is significant?

The McCrohan's garage at 304-310 Gore Street, Fitzroy was created in 1929 for William Harold McCrohan and has other later associations with firms such as Sulphates Pty. Ltd and Filtration and Water Softening Pty Ltd. The place has a good integrity to its creation date.

Fabric from the creation date at the McCrohan's garage is locally significant within the City of Yarra, compared to other similar places from a similar era.

How is it significant?

The McCrohan's garage at 304-310 Gore Street, Fitzroy is historically and architecturally significant to the locality of Fitzroy and the City of Yarra.

Why is it significant?

The McCrohan's garage, later Filtration and Water Sifting Pty Ltd factory is significant as a Greek revival style red and clinker brick former motor garage, with a new door but otherwise well-preserved. The façade parapet is gabled, set between two pylon motifs, and a good example of the architectural approach to automotive industries in a high growth period for vehicle ownership across Australia.

References:

Municipal rate books:

VPRS 4301/P/0001

City of Fitzroy / East Ward

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

1944/45; 2489; Filtration and Water Softening Pty Ltd; Sulphates Pty Ltd, 395 Collins St; 304-310 Gore St, Brick Factory; 150

1940/41; 2514; Filtration and Water Softening Pty Ltd; Sulphates Pty Ltd, 395 Collins St; 304-310 Gore St, Brick Factory; 150

1939/40; 2509; Filtration and Water Softening Pty Ltd; Sulphates Pty Ltd, 395 Collins St; 304-310 Gore St, Brick Factory; 150

1938/39; 2508; blank; Sulphates Pty Ltd, 395 Collins St; 304-310 Gore St, Brick Garage; 120

1937/38; 2512; McCrohan William, motor mechanic; McCrohan crossed out to read Sulphates Pty Ltd; 304-310 Gore St, Brick Garage; 120

1936/37; 2520; McCrohan William, motor mechanic; McCrohan William Harold ; 304-310 Gore St, Brick Garage; 120

1935/36; 2524; McCrohan William, motor mechanic; McCrohan William Harold; 304-310 Gore St, Brick Garage; 120

1930/31; 2521; McCrohan William Harold; McCrohan William Harold, Garage Proprietor, 856 Swanston St, Melbourne; 304-310 Gore St, Brick Garage; 130

1929/30; 2540; McCrohan William Harold, Garage Proprietor; McCrohan William Harold, Garage Proprietor, 856 Swanston St, Carlton; 304-310 Gore St, Brick Garage; 130

1928/29; 2526; Incomplete; McCrohan William Harold, Garage Proprietor, 856 Swanston St, Melbourne; 304-310 Gore St, Brick Garage; 130

1927/26; 2527; Land; McCrohan William Harold, Garage Proprietor, 856 Swanston St, Melbourne; 304-310 Gore St, Land 42 x 118' 4"; 25

City of Yarra Review of Heritage Precincts 2007

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1926/27; 2528; Land; McCrohan W C, Garage Proprietor, 856 Swanston St, Melbourne; Land 42 x 118' 4"; 25
1925/26; 2528; Land; Sallmann J W to McCrohan W C, 856 Swanston St, Melb; Land 42 x 118' 4"; 25

Melbourne or Victorian directories:

East Side 1925-35

1950; 304-10 Filtration and Water Sftng Pty Ltd (Factory)

1944/45; 304-10 Filtration and Water Sftng Pty Ltd (Factory)

1940; 304-10 Filtration and Water Sftng Pty Ltd (Factory), 304-10 Ken Geo. (Vic) Pty Ltd (Factory)

1935; 310 Vacant

1936; 304 No Listing

310 "Cartrucks" (strge only)

1937; 304 No Listing

310 "Cartrucks" (strge only)

1938; 310 Mac's College of Engineering (workshops only)

1939; 302-304 Vacant

1930; 310 McCrohan Wm garage

1931; 310 McCrohan Wm garage

1932; 310 McCrohan Wm garage

1933; 310 McCrohan Wm garage

1934; 310 Crown Tanning and Textile Co Pty Ltd, Tang reqs

Other references: