

Selotta Shoes Pty Ltd Factory, former, 122 Queens Parade, Fitzroy North

Heritage overlay: HO327

City of Yarra Property Number: 280600 (one unit of many)

What is significant?

The Selotta Shoes Pty Ltd Factory at 122 Queens Parade, Fitzroy North was created in 1934 for Selotta Shoes Pty Ltd. The place has a good integrity to its creation date. It was designed by architect, H V Gillespie.

Fabric from the creation date at the Selotta Shoes Pty Ltd Factory, former is locally significant within the City of Yarra, compared to other similar places from a similar era.

How is it significant?

The Selotta Shoes Pty Ltd Factory at 122 Queens Parade, Fitzroy North is historically and architecturally significant to the locality of Fitzroy North and the City of Yarra.

Why is it significant?

The Selotta Shoes Pty Ltd Factory is significant as a distinctive two-storey brick and render Moderne factory design example, with Spanish revival ornament and steel-framed windows.

'An unusual 1930s large interwar Spanish styled industrial façade that retains a high degree of architectural integrity and recalls Harry Norris's St. Kilda Rd Motor Garage and Showroom in a similar boulevard location. The status of this part of Queens Parade as a showpiece for modern industry relied on the Edinburgh Gardens spur railway to the Queens Parade Fitzroy Station which ran as a goods line, from 1891 to c1980.' (Wight 2001)

References:

Municipal rate books:

VPRS 4301/P/0001

City of Fitzroy / Clifton Ward

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

1944/45; 8001; Selotta Shoes Pty Ltd; Selotta Shoes Pty Ltd; 120 -130 Queen's Parade, Brick Factory ; 450

1940-41; 8008; Selotta Shoes Pty Ltd; Selotta Shoes Pty Ltd; 120 -130 Queen's Parade, Brick Factory ; 450

1939/40; 8004; Selotta Shoes Pty Ltd; Selotta Shoes Pty Ltd; 120 -130 Queen's Parade, Brick Factory ; 450

1938/39; 8000; Selotta Shoes Pty Ltd; Selotta Shoes Pty Ltd; 120 -130 Queen's Parade, Brick Factory ; 450

1937/38; 7993; Selotta Shoes Pty Ltd; Selotta Shoes Pty Ltd; 120 -130 Queen's Parade, Brick Factory ; 450

1936/37; 7994; Selotta Shoes Pty Ltd; Selotta Shoes Pty Ltd; 120 -130 Queen's Parade, Brick Factory ; 450

1935-36; 7995; Selotta Shoes Pty Ltd; Selotta Shoes Pty Ltd; 120 -130 Queen's Parade, Brick Factory ; 275

1934/35; 7998; Selotta Shoes Pty Ltd; Selotta Shoes Pty Ltd; 120 -130 Queen's Parade, Brick Factory ; 275

City of Yarra Review of Heritage Precincts 2007

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1933/34; 7999; Land; Selotta Shoes Pty Ltd; 122/24 Queen's Parade Land 66 x 165; 33
; 8000; Land; Selotta Shoes Pty Ltd; 120 Queen's Parade, Land 33 x 165; 16
1932/33; 7995; Land; Selotta Shoes Pty Ltd, 141 St Georges Rd.; Land 66 x 165; 33
; 7996; Land; Selotta Shoes Pty Ltd, 141 St Georges Rd.; Land 33 x 165; 16
1930/31; 7997; Land; Stewart A L and Potter I W, St Georges Rd, changed to Selotta Shoes
Pty Ltd, 141 St Georges Rd; Land 66 x 165; 33
; 7998; Land; Stewart A L and Potter I W, St Georges Rd, changed to Selotta Shoes Pty Ltd,
141 St Georges Rd; Land 33 x 165; 16

Melbourne or Victorian directories:

Sands and McDougall

North Side

1944/45; 118-130 Selotta Shoes Py Ld

1940; 118-130 Selotta Shoes Py Ld

1935; 118-130 Selotta Shoes Py Ld

1934; 118 Braddy Haddon M.

1933; 118 Crawford

1932; 118 Crawford

1931; 118 Crawford

1930; 118 Boreham A. H. J.

Other references:

MMBW Detail Plan shows earlier building - as drill hall;

Proclaim: PNs vary (units 3-17)

Wight 2001:

'An unusual 1930's large interwar "Spanish" styled industrial façade that retains a high degree of architectural integrity and recalls Harry Norris's St.Kilda Rd Motor Garage and Showroom in a similar boulevard location. The status of this part of Queens Parade as a showpiece for modern industry relied on the Edinburgh Gardens spur railway to the Queens Pde. "Fitzroy Station" which ran as a goods line, from 1891 to c1980.'