

Clifton Motors Pty Ltd , Motor Engineers, Show Room and Garage, later Bayford Motors, 205-211 Queens Parade, Clifton Hill

Heritage overlay: HO330

City of Yarra Property Number: 132155

What is significant?

The Clifton Motors Pty Ltd , Motor Engineers, Show Room and Garage, later Bayford Motors at 205-211 Queens Parade, Clifton Hill was created in 1938 (façade) and 1921 (rear) for Lindsay H Laity and has historical associations with Clifton Motors Pty. Ltd., Edwin McKeown and R Bayford P/L. The place has a good integrity to its last creation date. It was designed by the noted architect, J.H.Wardrop, designer of the nearby significant United Kingdom Hotel.

Fabric from the creation date at the Clifton Motors Pty Ltd , Motor Engineers, Show Room and Garage, later Bayford Motors is locally significant within the City of Yarra, compared to other similar places from a similar era.

How is it significant?

The Clifton Motors Pty Ltd , Motor Engineers, Show Room and Garage, later Bayford Motors at 205-211 Queens Parade, Clifton Hill is historically and architecturally significant to the locality of Clifton Hill and the City of Yarra.

Why is it significant?

The Clifton Motors Pty Ltd , Motor Engineers, Show Room and Garage, later Bayford Motors is significant:

As a distinctive Moderne (or art deco) style façade designed by noted architect, Wardrop, as an addition to an earlier complex dating from 1921, and now converted to other uses.

'The Tru-Mould Tyre Service building is ... an intact and extraordinary example of an art deco motor garage and showroom . The decorative, horizontal treatment adopted for the façade and the dominating finned tower, built in 1938-9 are unique amongst surviving garages of the period in Victoria. The intact house that remains within the complex is representative of the not too distant time when proprietors and their families lived on the garage premises. The property is important for its ability to chart the rise of the motor car through the evolution of its buildings.' (Catrice and Summerton, 1997)

References:

Municipal rate books:

VPRS 377/P/000

City of Collingwood / Loch Ward

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

1944/5; 7327; Clifton Motors Pty Ltd, Garage Proprietors.; Laity Lindsay H ; Show Room and garage; 405

1940/41; 7435; Clifton Motors Pty Ltd, Garage Proprietors.; Laity Lindsay H ; Show Room and garage; 405

1938/39; 7455; Clifton Motors Pty Ltd; Laity Lindsay H. ; Show Room and Garage; 405

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1937/38; 7437; Clifton Motors Pty Ltd
Garage Proprs.; Laity Lindsay H ; 205-207 Queens Pde, Show Rooms; 64
7438; Clifton Motors Pty Ltd
Garage Proprs.; Laity Lindsay H ; 209-211 Queens Pde, Brick House and garage, Pop. 7;
170
1935/36; 7448; Laity George and Lindsay, Garage Proprietors; Laity Lindsay H ; 205-207
Queens Pde, Show Rooms; 64
7449; Laity George and Lindsay, Garage Proprietors; Laity Lindsay H ; 209-211 Queens Pde,
Brick House and garage, Pop. 6; 170

Melbourne or Victorian directories:

1944-45; 205-211 Clifton Motors Pty Ltd, Mtr engrs
211 Laity Lindsay H
1940; 205-211 Clifton Motors Pty Ltd, Mtr engrs
211 Laity Lindsay H
1935; 205-211 Clifton Motors Pty Ltd, Mtr engrs
211 Laity G. A.
1930; 205-211 Laity Geo A and Son, Mtr garage
1929; 205-211 Laity Geo A and Son, Mtr garage
1928; 205-211 Laity Geo A and Son, Mtr garage
1927; 205-207 Wheeler Geo, H asphltr
209-211 Laity Geo A and Son , mtr garage
1926; 205-207 Wheeler Geo, H asphltr
209-211 Laity Geo A and Son , mtr garage

Other references:

Victorian Directoy 1952;
Grow, R 2006: 'Herald' 10/5/39 Garage Clifton Motors; Queens Pde., now Mosskito;
J.H.Wardrop – built after United Kingdom Hotel
National Trust of Australia (Vic) copy Catrice and Summerton 1997: once Laity Bros Motor
Garage- State significance
Catrice and Summerton, 1997: extract
'DESCRIPTION

A very large brick and concrete construction close to shopping area of Queens Parade, Clifton Hill. The building is not directly on Queens Parade but rather on a service lane and close to the termination of a major Melbourne arterial road, Hoddle Street. The size and prominent features of the building are unusual but have some context with the adjacent United Kingdom Hotel, itself a large eye catcher at the intersection of Queens Parade and Heidelberg Road. Like the United Kingdom Hotel, the garage has Art deco and some transitional art Moderne styling. The building uses orange and brown tiling at pedestrian dado level with the brickwork above struck to give a horizontal accentuation. The use of the tall strongly accentuated concrete fins rising from the centre of the façade appear to be a reference to the radiator grillage of a motor vehicle. The fins cleverly disguise the small first floor rooms of the building which is in fact a house of 1921 which was completely encased by the new garage of 1938. The-ground floor layout was designed as a drive through with the service office close to the street and captured by the drive through circuit. The drive through is actually cut through the lower front of the original house. The house itself is now disused but can be seen quite clearly from the rear of the site.

CONDITION AND INTEGRITY

Apart from the loss of bowlers, air hoses and the usual paraphernalia the building is relatively intact, in good condition and in use as a tyre fitting business. The earlier 1921 house which was enclosed by the 1938 building is still extant and reasonably unchanged from its 1930's renovation when the major alterations at the site were undertaken.

COMPARATIVE EXAMPLES

Several combined motor garage and car showroom buildings of the 1930s continue to survive, although many have been substantially modified and no longer operate in the auto trade. Comparative examples of the period include; the former A.J.Thomas Motor Garage and

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showroom, 40 Manifold Street, Camperdown, built in 1925/1936; and Parkers' Motors, 222 Murray Street, Colac, of 1931/1936. Closer in. style to the streamlined Tru-mould building are Coles Motors in Murray Street, Colac, and the former Melford Motors' Service Station and Ford showroom at Sturt Street, South Melbourne, built in 1936 and designed by architects Eric C. Beedharn and John W. Wright. † Both buildings combine a horizontal façade with a central predominating tower, yet Melford Motors adopted a Moderne flat cantilever hood and smooth rendered surfaces for its façade, whereas the Tru-mould building opted for a more decorative art deco treatment to the façade featuring texture, colour and rhythm.'