

Birmacley Products Py Ltd. Margarine factory, later Colvan P/L, 125-127 Scotchmer Street, Fitzroy North

Heritage overlay: HO327

City of Yarra Property Number: 235450

What is significant?

The Birmacley Products Py Ltd. Margarine factory, later Colvan P/L at 125-127 Scotchmer Street, Fitzroy North was created in 1939 for Hugh Leslie McMaster and has other historical associations with firms such as Birmacley Products Pty Ltd, Colvan P/L, and E.M.F. Electric Pty. Ltd.. The place has a high integrity to its creation date (with added bay on west).

Fabric from the creation date at the Birmacley Products Py Ltd. Margarine factory is locally significant within the City of Yarra, compared to other similar places from a similar era.

How is it significant?

The Birmacley Products Py Ltd. Margarine factory, later Colvan P/L at 125-127 Scotchmer Street, Fitzroy North is historically and architecturally significant to the locality of Fitzroy North and the City of Yarra.

Why is it significant?

The Birmacley Products Py Ltd. Margarine factory, later Colvan P/L is significant as an important factory example in the Moderne style.

' This cream brick building, with a high dark brick plinth, is atypical of the majority of buildings in the North Fitzroy precinct however it is distinctive in its own right as a fine example of an Inter War Functionalist factory... with high integrity. The overwhelming horizontality of the single storey building is accentuated by the manner in which it smoothly wraps around the corner site with a wide radius instead of the more common right angle. The deep parapet pursues this form and the thin lines of the parallel continuous cantilevered stringcourses and contrasting brick colours draw attention to it. The corner entrance is highlighted by staggered banks of dark brick piers at ground floor and a wide stuccoed bay on the parapet above, with symmetrically placed ribbons of vertical grooves soaring to the apex of a rounded and stepped pediment.' (Wight 2001)

References:

Municipal rate books:

VPRS 4301/P/0001

City of Fitzroy / North Ward

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

1939/40; 5748; Knell changed to McMaster Hugh Leslie; Moloney J changed to McMaster Hugh Leslie; 125, Scotchmer St. Brick Store 5 rms; 35

5749; Birmacley Products Pty Ltd.; McMaster Hugh Leslie; 127-129 Scotchmer St. Brick Factory; 175

1938/39; 5761; Knell John Corke, Brewery employee; Moloney J, 156 Queen's Parade; 125, Scotchmer St. Brick Store 5 rms.; 40

5762; Baptie Annie Clara; Baptie R. G changed to McMaster Hugh Leslie, 75 Rose St Fitzroy; 127-129 Scotchmer St. Wood Store, 4 rms.; 45

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1937/38; 5762; Knell John Corke, Brewery employee; Moloney J, 156 Queen's Parade; 125, Scotchmer St. Brick Store 5 rms.; 40
5763; Baptie Annie Clara; Baptie R. G.; 127-129 Scotchmer St. Wood Store, 4 rms.; 45
1936/37; 5761; Knell John Corke, Brewery employee; Moloney J, 156 Queen's Parade; 125 Scotchmer St. Brick Store 5 rms.; 40
5762; Baptie Annie Clara; Baptie R. G.; 127-129 Scotchmer St. Wood Store, 4 rms.; 45
1935-36; 5764; Knell John Corke, cellerman; Moloney J, 156 Queen's Parade; 125 Scotchmer St. Brick Store, 5 rms, pop 3; 40
5765; Baptie Annie Clara; Baptie R. G.; 127-129 Scotchmer St. Wood Store, 4 rms.; 45

Melbourne or Victorian directories:

North Side

1944/45; 127-129 E.M.F. Electric Pty Ltd (tool shop)
1940; 127-129 Birmacley Products Py Lt Margarine mnfrs
1939; 127-129 Dowell T. dir
1938; 127-129 Dowell T. dir

Other references:

MMBW Detail Plan shows former house on site
Wight 2001:

' This cream brick building, with a high dark brick plinth, is atypical of the majority of buildings in the North Fitzroy precinct however it is distinctive in its own right as a fine example of an Inter War Functionalist factory/office/showroom with high integrity. The overwhelming horizontality of the single storey building is accentuated by the manner in which it smoothly wraps around the corner site with a wide radius instead of the more common right angle. The deep parapet pursues this form and the thin lines of the parallel continuous cantilevered stringcourses and contrasting brick colours draw attention to it. The corner entrance is highlighted by staggered banks of dark brick piers at ground floor and a wide stuccoed bay on the parapet above, with symmetrically placed ribbons of vertical grooves soaring to the apex of a rounded and stepped pediment.'

D1962 Colvan P/L