

## Identification and location

Name of Place: Klipspringer

Other Name

Address 37 Cranwell Street

Braybrook

Place Identifier 20242

Heritage Significance city

Creation date(s): 1930-40

Map (Melway) 27 E10

Boundary description Extent of current allotment but not including later additions to the rear.

Local Government Area: City of Maribyrnong

Ownership Type Private

## Description

Site Type: Factory (animal by-products)

### Physical Description

A symmetrical face brick and cement render facade in the Moderne style with gable roofed factory behind. Bold raised lettering proclaiming "Tennis String Factory" and painted "Klipspringer Pty Ltd." on the facade. Principal elements in the main facade include rendered pavilions balancing a similar central stepped feature with red brick "finial", each element incorporating the words "Tennis", "String" and "Factory" in low relief in its design. Buttresses are red brick set against clinker brick spandrels. The panels with "Klipspringer Pty Ltd." are later and may conceal original detail.

### Condition

Generally in good condition externally, the saw-tooth factory having been partially reclad in new corrugated iron possibly having originally been asbestos cement.

### Integrity

Externally intact apart from minor changes in the paint scheme, such as the redone company name and inclusion of new named panels which are sympathetic in style..

### Context

Located on secondary arterial road in mixed commercial/industrial area although much of the former noxious industry has relocated in the last decade.

### Threats

There are no present threats, although the general area is undergoing redevelopment which may lead to the eventual rezoning of this property.

## History

The firm of Ficken Halliday & Mclelland were established in 1930 opening their imposing factory in the same year. As general animal by-product processors, they joined several other long-established noxious industries in the general area.

In addition to the more common products of tallow, bone meal and meat, the company produced gut strings for tennis racquets. This was a significant enough part of their business to warrant it being moulded onto the facade of the factory. By the 1960s the Klipspringer company had taken over the works and was still operating and making tennis racquet strings at the time of writing (1999)

### Thematic context

Australian Principal Theme

PAHT Subtheme:

Local Theme

## Cultural Significance

Klipspringer Pty Ltd is significant to the City of Maribyrnong and within the western region of Melbourne.

Architecturally, the building is a distinctive example of the application of the Moderne style to an industrial use, making characteristic use of horizontal and vertical elements. It is also an externally near intact factory of a type once widespread in the western region of Melbourne but now rare, particularly examples in the Moderne Style. (Criterion A3)

Historically this unusual factory building is a notable example of a unique industry which operated here without pause for over 60 years. Tennis gut manufacture is an unusual and rare industry and may have only begun in Australia with the establishment of this works, possibly corresponding to the rise in popularity of tennis from the 1920s on. (Criterion B2) The works is representative of the development of existing noxious trades in the 1920s and 30s where new uses were found for the old products. It is also one of the few surviving factories reflecting the considerable industrial growth in the Braybrook area at this time. The facade of the building provides a suitably distinctive expression for this novel industry. (Criterion E1)

### Comparative Examples

There are few, so elaborate industrial facades to compare this with, although it compares with the other Moderne style factories in the municipality, the principal group being along Geelong Road including Olympic Tyres, Southern Can Company and Apex Belting.

## Recommendations

Heritage Victoria Register

Register of the National Estate

National Trust Register

Other Heritage Listings

Planning Scheme Protection

External Paint Controls Apply?

## Maribyrnong Heritage Review - Industrial Places

Internal Alteration Controls Apply?

Tree Controls Apply?

Included on the Victorian Heritage Register under the Act

Are there Outbuildings or Fences not Exempt?

Prohibited Uses may be Permitted?

### Recommendations

The following objectives relate to the Statement of Significance and the cited fabric or contributory elements.  
To conserve and enhance the significant elements of the place.  
To conserve and enhance the public view of these elements.  
To conserve and enhance the visual relationships between the contributory elements.  
To ensure that new or altered elements within the place are visually recessive and related to the contributory elements.  
To encourage continuation of the original use of the place.

### Australian Heritage Commission Criteria

*A3 Importance in exhibiting unusual richness or diversity of flora, fauna, landscape or cultural features.*

A rare and distinctive industrial form and unique for its manufacture of tennis gut string.

*B2 Importance in demonstrating a distinctive way of life, custom, process, land-use, function or design no longer practised, in danger of being lost, or of exceptional interest.*

A rare industrial process visibly expressed in the buildings facade.

*E1 Importance for a community for aesthetic characteristics held in high esteem or otherwise valued by the community.*

Aesthetically valuable for its elaborate Moderne styling as applied in an industrial context.

### Documentation

#### References

Sunshine Illustrated, (Special publication of the Sunshine Advocate)  
Vines, G. *Western Region Industrial Heritage Study*, Melbourne's Living Museum of the West. 1989.

### Data recording

Assessed By

Assessed Date: