FORMER OLYMPIC TYRE & RUBBER FACTORY
56 – 84 CROSS STREET, FOOTSCRAY

CONSERVATION MANAGEMENT PLAN

Prepared for

South Pacific Tyres

by

HLCD Pty Ltd, 96 Pelham St, Carlton, Vic 3053
Ph: 9347 5522 Fax: 9347 5511 Email: hlcd@hlcd.com.au

FINAL REPORT **JANUARY 2005**

Contents

1.0 INTRODUCTION

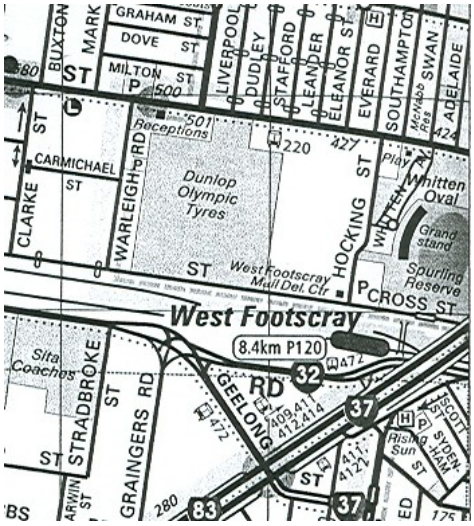
1.1 AIM

The aim of this report is to establish the cultural significance of the former Olympic Tyre and Rubber Factory (now known as South Pacific Tyres) in Footscray and to formulate policies and a management plan to retain and enhance the significance of the site.

1.2 THE STUDY AREA AND SCOPE OF THE REPORT

In July 2004, South Pacific Tyres appointed HLCD to undertake a conservation management plan for the Cross Street site. South Pacific Tyres is a partnership between Pacific Dunlop Tyres Pty Ltd and Goodyear Tyres Pty Ltd. The conservation management plan is part of the process of divestment of the property. The analysis of the significance will assist the decision making process in determining the extent of demolition which is critical to the remediation and ultimate disposal of the site.

The site is located at 56 – 84 Cross Street, Footscray. The study location labelled Dunlop Olympic Tyres on the Melway Street Directory Map 41 J4 is shown below:



1.3 METHODOLOGY AND DEFINITIONS

The structure and contents of this report have been written with reference to the key relevant cultural heritage documents in Australia. These are:

The Burra Charter: The Australia ICOMOS Charter for Places of Cultural Significance 1999.

Peter Marquis-Kyle & Meredith Walker. The Illustrated Burra Charter, Making good decisions about the care of important places. *Australia ICOMOS, Sydney 1992.*

Guidelines to the Burra Charter: Cultural significance, Australia ICOMOS, April 1984, revised April 1988.

Guidelines to the Burra Charter: Conservation policy, *Australia ICOMOS, May 1985, revised April 1988.*

Guidelines to the Burra Charter: Procedures for undertaking studies and reports*, Australia ICOMOS, April 1988.*

James Semple Kerr, The Conservation Plan. A guide to the preparation of Conservation Plans for places of European cultural significance, *National Trust of Australia (NSW), Sydney, 1982, revised 1990.*

Definitions:

The terms '**place**', '**cultural significance**', '**fabric**', '**conservation**', '**maintenance**', '**preservation**', '**restoration**', '**reconstruction**', '**adaptation**', and '**compatible use**' are used throughout this report with their specific meaning as defined in the ICOMOS *Burra Charter,* rather than meanings drawn from common usage. The *Charter* is reproduced in Appendix 1 for easy reference.

The **fabric** of a **place** includes all the physical aspects of the place and its surroundings that are experienced while being there. With careful study, the fabric of the place can convey information which may be interpreted. Combined with further research, it may provide information about **cultural significance** that is aesthetic, historic, scientific or social value of the place.

Based on an understanding of the cultural significance of the place, conservation policies can be established to protect the significance of the place. **Conservation** may include the following types of actions:

Maintenance is defined as the continuous protective care of the fabric, the contents and the setting of a place. **Preservation** means maintaining the fabric of a place in its existing state and retarding deterioration. Maintenance has to do with the overall management of the place. Preservation may be one of the actions required.

Restoration means returning the existing fabric of a place to a known earlier state. It can be done by the removal of additions or by reassembling the components of the existing fabric. It does not involve the introduction of new material.

Reconstruction does involve the introduction of new materials into the existing fabric to return it as nearly as possible to an earlier state. Hence reconstruction and restoration share the same aim of achieving an earlier state but differ in that only reconstruction involves the introduction of new materials.

Adaptation is the process of modifying a place to suit proposed **compatible uses**. These are uses which involve no change, changes which have minimal impact or are reversible. Adaptation is acceptable only when necessary to conserve a place and when it does not detract from cultural significance.

1.4 STUDY TEAM AND ACKNOWLEDGEMENTS

The authors of this report are Helen Lardner, Samantha Westbrooke and Peter Mills of HLCD Pty Ltd with historian Dr. Carlotta Kellaway.

The authors would like to acknowledge the contribution made by the owners, South Pacific Tyres and their representatives Paul Treloar and Warren Dahlstrom.

Assistance was also provided by:

John McLean, former employee Olympic Tyre and Rubber Company

Peter McGough, former employee Olympic Tyre and Rubber Company

Andrew M. Smith, Bovis Lend Lease

Ruth Gallant, Strategic Planner, City of Maribyrnong

1.5 CURRENT HERITAGE LISTINGS

1.5.1 HERITAGE VICTORIA:

The former Olympic Tyre and Rubber Factory is not listed in the Victorian Heritage Register, however the assessment undertaken as part of the *Maribyrnong Heritage Review, Industrial Places* (2000) by Jill Barnard, Graeme Butler, Francine Gilfedder & Gary Vines identified it as potentially being of State significance.

1.5.2 MARIBYRNONG CITY COUNCIL

The former Olympic Tyre and Rubber Factory is included in the Maribyrnong City Council Heritage Overlay, HO 114. The statement of significance for the place included in the 1984 *Footscray Conservation Study* by Graeme Butler states that the building is significant:

> *Architecturally as an accomplished and extensive elevation substantially in the Moderne style which parallels with other industrial growth in Footscray just prior to, and during the Second World War. Historically it is closely linked with the personal success story of Frank Beaurepaire and the development of an Australian industry in the face of international innovation and competition. Given the extent of the works visible from the street, the emphasis of this significance is on the Cross Street elevation.*

The statement of significance for the place included in the *Maribyrnong Heritage Review, Industrial Places* (2000) by Jill Barnard, Graeme Butler, Francine Gilfedder & Gary Vines is as follows:

> *The Olympic Tyre and Rubber Factory is of State architectural and historical significance as one of the most accomplished examples of the Moderne style factory facades which are well represented in the region but otherwise relatively rare. (Criterion A3) The extensive elevation to a main rail line demonstrates architectural flair and a consciousness of the world trends in industrial architecture. The building reflects the high point of the period of industrial development in the region in the 1930s and 40s providing contrast to the historical fact of the depression. (Criterion 4)*
>
> *Within the framework of the Moderne style current at the time, the architectural treatment presents a distinctive approach and creates a considerable impact. (Criterion F1)*
>
> *Historically the site is associated with the business and personal success of Sir Frank Beaurepaire who achieved fame in his triple Olympic attendance, 1908,*

1920, 1924, was Lord Mayor in 1940 – 42 and knighted in 1940. The building reflects the prosperity of an Australian firm which achieved major successes and innovations in an industry dominated by overseas technologies and competition. (Criterion H1)

The landscape elements of the formal garden remnants, including the Italian Cypress trees contribute to the aesthetic value of the place.

1.5.3 REGISTER OF THE NATIONAL ESTATE

The former Olympic Tyre & Rubber Factory is not listed in the Register of the National Estate.

1.5.4 NATIONAL TRUST OF AUSTRALIA (VICTORIA)

The former Olympic Tyre & Rubber Factory is not classified by the National Trust of Australia (Victoria).

2.0 HISTORICAL INFORMATION

2.1 INTRODUCTION

The former Olympic Tyre and Rubber Company site (now known as South Pacific Tyres) is located on a large block of land facing Cross Street, West Footscray. The surrounding area is a mix of industrial/commercial and residential properties. The site is opposite the railway line and close to the West Footscray railway station.

The earliest portion of the major facade of the building in Cross Street, designed in the 1930s as offices and showrooms, was opened in June 1934 by the Prime Minister, the Hon. J. Lyons.[1] Extensions along Cross Street were opened in November 1939 by the next Prime Minister, the Hon. Robert Menzies.[2] This was just before the outbreak of the Second World War.

This large complex, which comprises the Cross Street offices and showrooms with factory buildings behind, originally covered two acres and later expanded to cover the five-acre site, purchased in 1933 close to the West Footscray railway station.[3]

The designing architect and builder for the 1930s buildings, J. Raymond Robinson, was responsible earlier, from 1912 to 1940, for the design of a number of important Sunshine buildings including the Sunshine Harvester buildings for H.V. McKay and the H.V. McKay Memorial Presbyterian Church. Robinson's work will be discussed in a later section of the Report.

The complex has associations with Sir Francis (Frank) Beaurepaire and with the Olympic Tyre and Rubber Company which he founded in 1933. This firm became a major Footscray and Victorian company using the most advanced technology in the production of tyres and other rubber products. It was promoted as an Australian company, owned and managed by Australians, which used mainly Australian materials and machinery, and employed mainly Australian workers.

The Olympic Tyre and Rubber Company complex has historical significance for the role it played in the industrial development of Footscray during the 1930s, when the district became known as the 'Birmingham of Australia'. During that decade, and just prior to the outbreak of war, a number of large factories (many architect-designed) were established and became a feature of the West Footscray industrial landscape.[4]

2.2 FOOTSCRAY: 'THE BIRMINGHAM OF AUSTRALIA'

At the opening of the new Footscray Town Hall in November 1936, Footscray's Mayor described his city as 'the Birmingham of Australia' with the 'largest revenue of any city in

[1] *Age,* 2 June 1934; *Footscray Advertiser,* 2 June 1934.
[2] *Argus,* 9 November 1939.
[3] *Age,* 2 June 1934.
[4] *Maribyrnong Heritage Review,* Vol. 3, Appendix 1:61.

Victoria, except the City of Melbourne'. He declared that Footscray could rightly claim 'leadership of Melbourne's Western Suburban Districts'.[5]

2.2.1 FOOTSCRAY IN THE 1930s

As Footscray emerged from the depression of the late 1920s and early 1930s, the district pinned its hopes of economic recovery on industrial expansion. Following the withdrawal of Miller's ropeworks to Brunswick and the winding down of Barnet Glass 'due to the consolidation of Melbourne's rubber industry at Montague', Footscray Council encouraged the establishment of new manufactories. It was pointed out that the district had much to offer with large tracts of land available to the north and westwards, 'improved roads suitable to the motor trucks, and the largest power supply outside the City of Melbourne'.[6]

Footscray saw future prosperity as dependent on employment and in working class Footscray this meant industrial employment. The Victorian economy began to revive in the late 1930s and continued with the outbreak of war in 1939. Australia's major contribution to the war was as a source of food and armaments for Britain. 'Footscray, as the fourth most important food processing and metals and machinery in Victoria, experienced a surge in production and employment'.[7] From the 1930s industrial employment in Footscray had almost doubled to 19,500 in 1940-41. In the western suburbs overall during the same period, the work force expanded from 23,000 to 57,000.[8]

Central to Australia's war effort was the mobilisation of women. 'By 1943, one in 20 of Footscray's married women were working, usually in war-related industries'.[9]

2.2.2 FOOTSCRAY'S FACTORIES

During the 1930s, 'startlingly modern factories' sprang up along the Geelong Road with 'office facades built on clean lines, with oceans of glass, non-figurative clocks and arty signs'. Among those signs was that of George Bramall and Co's Bramac ('You'll be fine when its wet in a Bramac'). In Sunshine Road there were the giant wool stores of Australian Estates and the sites of Fleming and Co's Creamoata Mills. Over the railway line, the Olympic Tyre and Rubber Factory stretched along Cross Street.[10]

During the war years, the processing of dry foods and refrigerated meats were among the quickest growing industries. Creamota at West Footscray was 'soon working around the clock' and the Angliss factory underwent major expansion with the addition of a large meat-canning department by mid-1941. By the end of 1940 'there was pressure on Council for the rapid issue of building permits for foundries, tyre and cable makers and clothing factories which had received large war equipment orders'.[11]

The most rapid and visible impact of the war occurred in the munitions industry, especially when Japan and America entered the war.[12]

---

[5] John Lack, *A History of Footscray,* 1991, p.303.
[6] Ibid, pp.307, 308.
[7] Ibid, pp. 308, 312.
[8] Ibid.
[9] Ibid, p.322.
[10] Ibid, p.308.
[11] Ibid, p.313.
[12] Ibid, pp.313-315.

Residents near Footscray's factories complained about the constant noise and grit produced by these factories at all hours of the day and night 'but they were over-ridden by the Council subjected to manufacturers' protest, threatened by the invoking of National Security Regulations in the interest of the war effort, and anxious to prevent industrialists moving into the wide open spaces of a welcoming Braybrook Shire'.[13]

So, despite the protests, 'slap bang in the middle of residential areas, works such as Olympic Tyre, United Malleable and Dickie's Towels expanded with impunity. Their war role was obvious.'[14]

Indeed, the *1937-38 Annual Report of Footscray Council* declared that 'the health of the people' could be 'properly and adequately protected without unduly interfering with the operations of Manufacturers'.[15]

2.3 DEVELOPMENT HISTORY OF OLYMPIC TYRE & RUBBER COMPANY

2.3.1 THE SITE

The original factory site of the Olympic Tyre and Rubber Company covered approximately one-third of the present-day site. The early site was purchased in 1933 from G.F. Sewell, West Footscray Engineers (the firm of G.F. Sewell Pty Ltd),[16] who had occupied the site from 1918.[17]

Surrounding properties were progressively purchased and consolidated into the manufacturing site as the Company's operations expanded. Since the original purchase in 1933 there have been 69 transfers of land, the most recent in 1980.[18] Research carried out by the Royal Historical Society of Victoria confirmed that 'the majority of these properties were private residences or light engineering works, specialising in agricultural machinery'.[19]

A series of aerial photographs examined in a recent report[20] illustrated the expansion of the factory site to its present form. By 1956, the site was covered by large factory buildings and was bordered on the west and north by residential properties. There were industrial properties to the east, and the railway line extended along the southern boundary.[21]

By January 1970, all except three of the residences along the western boundary had been demolished and the land was vacant. All but three of the residences along the northern boundary had also been demolished and that land was also vacant.

Finally, by August 1991, the site had taken its present form with large manufacturing buildings covering the majority of the site. The railway line still marked the south of the site across Cross Street and a mix of industrial/commercial and residential properties surround the site.

---

[13] Ibid, p.313.
[14] Ibid.
[15] Ibid, p.308.
[16] Certificate of Title Vol. 435 Fol. 874, 885.
[17] *South Pacific Tyres, ESA Report, 68 Cross Street,* Footscray. 2.1 *Site Identification,* IT Environmental, 9 June 2004.
[18] Ibid.
[19] Ibid.
[20] Ibid. *Summary of Aerial Photographs. Table 2.4.*
[21] Ibid.

2.3.2 THE 1933 FORMATION OF THE COMPANY

The Olympic Tyre and Rubber Company Pty Lt was formed in 1933 by Frank Beaurepaire. This followed his first business enterprise in 1920, when he formed the Advanx Tyre Repair Co. with a Canadian acquaintance in Sydney, and later, the foundation of the Beaurepaire Tyre Service in Melbourne in 1922 with his brother-in-law, Oscar McKay, as partner.[22]

Beaurepaire saw that by the 1920s the motor car was replacing the horse and the 'desire to motor was so great that people paid more than a week's salary for a tyre.' Dealers were selling new tyres and repairing damaged tyres and punctured tubes.[23]

In 1933, he decided to build a new factory which would challenge other Australian manufacturers of tyres by producing a tyre of 'the highest quality' using Australian plant and equipment. Beaurepaire decided to build this new factory in the western suburbs where the McKay family, with whom he was related by marriage, had developed their successful business at Sunshine. Footscray was favoured by him as a place where there was much vacant land and where trained labour was 'available from the Barnet Glass factory which had just been closed by Dunlop'. He decided to call the new company Olympic Tyre and Rubber Company, recalling his own Olympic Games successes.

At the start, the new company was an 'off shoot' of his Beaurepaire Tyre Service but in August 1933 it was registered as a separate company. Beaurepaire became its first chairman and managing director and the Footscray West buildings became the head office of the Beaurepaire enterprises.[24]

It was announced in the Footscray press in August 1933 that there would soon be a 'Big Industry in Footscray' which would produce 100,000 tyres annually, and which would shortly start operations. The Olympic Tyre and Rubber Company with a nominal capital of £100,000 would manufacture motor car and truck tyres and tubes on a site in Cross Street 'formerly occupied by Sewells'. About 200 hands would be employed at the new factory. The manager was F.J. Beaurepaire.[25]

There was opposition from a number of local residents about the opening of this new factory but the Chairman of the Council's Public Works Committee pointed out that the new venture 'will give regular employment to many hands'.[26]

2.3.3 THE 1934 BUILDING

The Olympic Tyre and Rubber Co's first works in Cross Street, West Footscray, were officially opened on 1 June 1934 by the Prime Minister, Mr J. Lyons, who 'hoisted… a fluttering Australian flag over the front entrance… of the modern factory'. Lyons declared the 'All-Australian enterprise' open to the cheers of the 200 guests, representatives of a range of political, municipal and industrial organizations.[27]

The managing director of the company, Frank Beaurepaire, told how 90 per cent of the capital invested in the factory had been expended on Australian machinery and '90 per cent of the

[22] *ADB,* Vol. 7, p.237.
[23] Derek Beaurepaire, 'Alpha and Omega,' Draft History of the Olympic Group of Companies,1922-1980', abridged version, ch.1, p.2, 1996.
[24] Ibid, pp.3, 4.
[25] *Footscray Advertiser,* 12 Aug. 1933.
[26] Ibid, 19 Aug. 1933. See above.
[27] Op. cit, 2 June 1934.

machinery installed had been made in Australia'. The machines were 'products of Newcastle to Adelaide'. The 'executive and working staff were 100 per cent Australian, and he was glad to say that the company had no need to import experts'.

Footscray's Mayor said that 'although, through a sheer accident, Footscray was not the capital of Australia, it claimed to be the Birmingham of Australia, and he believed that in years to come it would be one of the greatest cities in the Commonwealth'.[28]

1934 Descriptions

Articles in the local press described how the new factory had been in operation since January and had room to expand from its present two acres to five. The building was described in one article as 'modern in design and housing the most modern plant in Footscray… its frontal architectural features and spacious lawns offer a great improvement on the building it replaced'.[29]

An earlier article told how,

> *'The building line is well set back from the street, and spacious lawns front the premises…. Inside, spacious office accommodation is provided, and at the rear is the modern factory, equipped with all the very latest electronically driven machinery necessary to turn out high-grade tyres and tubes to every part of Australia.'*[30]

A large advertisement in the Melbourne *Age* featured the firm's logo, a classical Greek female figure holding a victor's wreath over huge Olympic tyres. Five 'Olympic superiorities' in the design of these tyres were listed, with their guarantee to 'meet every modern motoring need'.[31]

2.3.4 THE 1939 EXTENSIONS (THE FLANKING WINGS)

Some five years later, in November 1939, the next Prime Minister, the Hon. Robert Menzies, officially opened extensions to the Olympic Tyre and Rubber Company. These extensions (brick office and showrooms) completed the present Cross Street façade. Menzies, who had previously been a shareholder of the Company, told how it had 'progressed under conditions which for some time, at least, required the greatest possible courage and skill'. In opening the new wing, Menzies said that it gave 'the greatest possible pleasure to any Prime Minister to see a real Australian industry making headway…. The whole of the capital of the company is Australian, and 95 per cent of the plant and equipment was made in the Commonwealth'.[32]

It was announced in the press at the same time that the Company's director, Councillor Frank Beaurepaire, had developed an industrial repatriation plan for company employees. Any employee who took part in war service would be re-employed and re-educated at the normal rate of pay. Beaurepaire urged other industrial employers to follow suit and suggested Federal Government funding for 'approved' employers.[33]

[28] Ibid.
[29] Ibid 9 June 1934.
[30] Ibid, 2 June 1934.
[31] *Age* 2 June 1934.
[32] *Argus* 9 Nov. 1939.
[33] Ibid.

2.3.5 THE DESIGNING ARCHITECT

Curiously none of the articles concerning the opening of the Olympic Tyre buildings in 1934 and 1939, nor the later Footscray and Maribyrnong heritage studies, recorded the name of the designing architect. It was discovered recently in an unpublished draft history by Derek Beaurepaire, Sir Frank's nephew, that the architect was J. Raymond Robinson, a brother-in-law of Sir Frank.[34]

John Raymond Robinson was born in 1891 (the same year as Sir Frank Beaurepaire) and was the first son of Alexander Robinson, a local Sunshine shopkeeper and Shire Councillor from 1908 to 1919 and Shire President in 1916-17. John Raymond went to the local State School, Braybrook 1102, and had his secondary schooling at Carlton College in Parkville. He trained as an architect and 'when quite a young man undertook the commission to design the Sunshine Mechanics Institute and adjoining Library in 1912. [35] Between 1912 and 1940 Robinson designed many of Sunshine's buildings: houses, shops, public buildings, offices and extensions in 1926 to H.V. McKay's notable Sunshine Harvester factory buildings.[36] There were close family connections between the Beaurepaire and McKay families.[37]

Some of the earliest Sunshine homes designed by Robinson were illustrated with photographs and plans in a 1916 article in a Melbourne journal, Real Property Annual.[38]

During the First World War, Robinson served overseas and became 'Gunner Robinson.' He fought in France in 1917 and returned to Australia in 1919. In 1921 he married Nita McKay, daughter of Nathaniel and Emma McKay. He thus became Frank Beaurepaire's brother-in-law. The couple lived at 33 Sun Crescent, Sunshine in a house most probably designed by Robinson, which still remains. In 1926 he designed new company offices for the McKay Harvester factory, which remain in Devonshire Road, Sunshine.[39] Robinson was also responsible for the design in 1926 of the H.V. McKay Memorial Presbyterian Church in Sunshine.

From 1924 to 1939, J. Raymond Robinson was a Councillor of the Shire of Braybrook. He supervised work at 'Rupertswood' for H.V. McKay during the last months of McKay's illness. He was architect also for 'Deep Water', the house of Hugh Victor McKay Junior, near Wagga Wagga, New South Wales.[40]

According to Derek Beaurepaire's draft history, Robinson designed and supervised the building of many structures for both the Olympic Tyre and Rubber Company and Beaurepaire Tyre Serves Pty Ltd. In his words:

> *'At the beginning of September, 1933 another dynamic force arrived on the scene in the form of J. Raymond Robinson, an architect and builder. He was married to one of Frank Beaurepaire's sisters-in-law, and once again showed that members of the family could contribute meaningfully. Raymond Robinson was brilliantly clever, a hard driver and leader of his workforce, but more than somewhat erratic at times. His record of design and building for both Olympic and Beaurepaire was remarkable. He produced*

[34] Information supplied by Melbourne University Archives who hold a copy of the unpublished history.
[35] Olwyn Ford, Submission on the Sunshine Harvester buildings to Heritage Victoria, Jan. 2002, p.11.
[36] Olwen Ford, *Harvester Town.* The Making of Sunshine 1890-1925, 2001, pp.146, 147.
[37] See below.
[38] *Real Property Annual,* 1916, pp.40-44.
[39] Ford, submission to Heritage Victoria, p.11.
[40] Sunshine Advocate, 2 April 1927.

plain but high quality buildings in very short times. His brickwork was bonded with mortar that defied the wreckers jack hammers in later years.'[41]

In the 1930s, Robinson was appointed 'to design and build whatever Charlie Grainger wanted-within reason.' This was on the new Olympic Tyre site at West Footscray.[42] Charles Strong Grainger, factory manager, chief engineer and company director, had previously worked for Barnet Glass, which closed down in the early 1930s.[43] After he left Barnet Glass, Grainger accepted a job with Beaurepaire and became one of the original shareholders in the new company.[44]

Although Beaurepaire employed other architects for his Beaurepaire Tyre Service buildings, including Walter Butler in 1924 for the LaTrobe Street headquarters (now gone) and Buchan, Laird and Buchan in 1930 for the Geelong building,[45] Robinson most probably designed some of the Beaurepaire service stations. It is recorded that he was the designer of the Sale service station.[46]

2.4 SIR FRANCIS (FRANK) BEAUREPAIRE (1891 – 1966)

The most notable person associated with the former Olympic Tyre and Rubber Company was undoubtedly Sir Frank Beaurepaire, who achieved fame for his Olympic Games successes (hence the name of his company), was Melbourne's Lord Mayor in 1940-42, and was knighted in 1940.[47]

Francis Joseph Edmund Beaurepaire was born on 13 May 1891 in Melbourne and was the eldest son of Francis Edmund de Beaurepaire, sailor, tram-conductor, trader, and (later) hotel proprietor, and his wife, Mary Edith née Indman. Francis Joseph showed skill at several sports, and most notably swimming, at Albert Park State School and at Wesley College. He won his first Victorian swimming titles at the age of 14. In 1908 he made his first overseas trip, representing Australia at the Olympic Games in London. In 1911, Beaurepaire became a swimming instructor with the Victorian Education Department.

Beaurepaire enlisted in the Australian Imperial Force (AIF) during the First World War. In July 1915 he married Myra Gertrude, the daughter of newspaper proprietor, N.B. McKay, and niece of the famous H.V. McKay, agricultural machinery manufacturer. The wedding was held in the Presbyterian Church in Albert Park. The couple had a son and a daughter.[48]

After the war, Beaurepaire made a remarkable comeback in his swimming career at the 1920 Antwerp Olympic Games, and the 1924 Olympic Games in Paris. According to one account, 'It is remarkable that in so brilliant a career, having held fifteen world records, Beaurepaire never won first place in an Olympic final'.[49]

As discussed earlier, Beaurepaire also had a successful business career. He formed the Advanx Tyre Repair Co. in Sydney in 1920 and the Beaurepaire Tyre Service in Melbourne in

[41] Derek Beaurepaire, op.cit.,ch.5, p.8.
[42] Ibid, abridged version,p.5.
[43] See above.
[44] Derek Beaurepaire, Draft History.
[45] Ibid.
[46] D.Catrice and M. Summerton, 'The Motor Garage and Service Station in Victoria. A Survey. National Estate Grants programme Report prepared for Heritage Victoria, Melb., 1997.
[47] *ADB*, Vol. 7, pp.236, 237.
[48] Ibid.
[49] Ibid.

1922. The Olympic Tyre and Rubber Co. Pty Ltd was formed in 1933. By 1952 its paid-up capital was £3,500,000.[50]

Beaurepaire ran his companies as family concerns, employing members of both the Beaurepaire and McKay families in all his enterprises. When family members joined the Beaurepaire or Olympic Tyre businesses, however, they were not given preferential treatment. They worked in both the Olympic and Beaurepaire companies but ' had to start at the bottom and work up.' They began in the workshops and factories and 'graduated through various departments of the school of hard knocks.' [51]

In 1928, Beaurepaire won a by-election for Gipps Ward and became a Melbourne City Councillor. In 1940-42 he was Lord Mayor, 'and was especially active in raising wartime patriotic and charitable funds'. He was knighted in 1942 and was elected to the Legislative Council, where he sat until 1952.

Beaurepaire was active in support of the *Herald* Learn-to-Swim campaign, which he helped to found in 1929, and served as its president for 24 years. He 'fostered the installation of municipal swimming pools and financed a dressing room complex at Albert Park. The largest of his many acts of philanthropy was the gift of £200,000 to the University of Melbourne for a sports centre'.

Sir Frank Beaurepaire was a chief sponsor of the proposal to hold the Olympic Games in Melbourne in 1956. His sudden death in Melbourne from aortic stenosis on 29 May 1956 was unexpected. His estate was valued for probate at £938,610. The Beaurepaire Centre at the University of Melbourne was opened after his death and was completed in time to be used during the Melbourne Olympics.[52]

2.5 BRIEF HISTORY OF OLYMPIC TYRE & RUBBER COMPANY

When the Olympic Tyre and Rubber Company was formed in 1933,[53] its main competitor was Dunlop, which was 'producing tyres and rubber of British invention'.[54] Dunlop Australia Ltd. had first manufactured cycle tyres in Australia in 1899 but, 'using the British parent company's own invention they began making pneumatic car tyres in Melbourne during the 1900s. Their other products in the pre-war period included tennis balls and garden hose, and in 1934 they began producing Dunlopillo foam latex rubber cushioning'.[55]

Beaurepaires also undertook research into synthetic rubber during shortages in World War II and 'produced the first Australian-made black inner tubes. Many later developments, however, such as tubeless tyres (1955) and radical ply tyres (1964), were based on overseas precedents, although Beaurepaires adapted them to local conditions. The firm was responsible for the first vulcanized rubber insulated cables in Australia in 1940 and coaxial cable many years later'.[56]

[50] Ibid, p.237.
[51] Derek Beaurepaire Draft History, pp. 45, 46.
[52] ADB, p.237.
[53] See above.
[54] *Maribyrnong Heritage Review,* Vol. 3: Appendix 1:60.
[55] Ibid.
[56] Ibid.

In 1953, Olympic Consolidated Industries was formed as a holding company for all Beaurepaire enterprises.[57] By December 1970 there were subsidiary companies in Victoria, New South Wales, South Australia and Queensland, which included both metropolitan and country branches of the Beaurepaire Tyre Serves Pty Ltd, Olympic Tyre and Rubber Company, Olympic Cables (later Olex) and Olympic General Products. In 1972, the head office of the Beaurepaire companies was moved from Cross Street, West Footscray to the City of Melbourne.[58]

In 1980, the former rivals, the Dunlop and Olympic companies in Australia merged to form Dunlop Olympic Tyres Pty Ltd. In the 1980s the West Footscray plant was still producing aeroplane, earth mover, tractor, truck and light truck tyres and motor tubes, and conducting programs of research and development.[59]

The former Olympic Tyre and Rubber company is currently owned by South Pacific Tyres. This is a partnership between Pacific Dunlop Tyres Pty Ltd and Goodyear Tyres Pty Ltd.

2.6 WORKING AT THE OLYMPIC TYRE & RUBBER COMPANY

When the earliest section of the West Footscray factory was opened in June 1934, Sir Frank Beaurepaire declared that the 'executive and working staff were 100 per cent Australian' and that the Company had 'no need to import experts'. Prime Minister Lyons said that its opening would help 'to solve the problem of unemployment…. He had travelled extensively throughout Australia, and the saddest sight which confronted him wherever he went was the unemployed youth'. He said that 'the only solution of the problem was the employment of the youth, and those of mature life in the industries, primary and secondary, throughout Australia'.[60]

Footscray Council also believed that industrial employment was the only way in which this working-class district would recover from the widespread economic depression of the late 1920s and early 1930s. Footscray's factories, which included the Olympic Tyre factory, not only attracted the unemployed of the western suburbs but, according to John Lack, 'the hopefuls from across the suburbs and rural Victoria'.[61]

As discussed earlier, industrial employment increased rapidly during the war years, particularly in the western suburbs.[62] This expansion of the workforce intensified the trend for an increasing proportion of Footscray's workforce to commute daily from other suburbs. According to Lack, Footscray, Braybrook and Sunshine 'were being transformed into industrial satellites, but the local employment of residents was also strengthened'.[63]

To meet the demands of war-related industries, many women joined the workforce. By 1943, one in 20 of Footscray's married women were working. Women were doing work previously done by men and boys and, as Lack points out,

---

[57] *ADB* Vol. 7, p.237.
[58] Defunct Company Papers. Olympic Tyre and Rubber Company, VPRS 932/P1, Unit 473, 1936-1978, PROV., Derek Beaurepaire Draft History.
[59] *Maribyrnong Heritage Review,* Vol. 3: Appendix 1: 60.
[60] *Age* 2 June 1934.
[61] John Lack, op.cit., p.308.
[62] Ibid, p.312.
[63] Ibid, p.316.

'In woollen mills, cotton mills, rubber mills, boot factories, clothing factories, hat factories, in fact, in every mill and factory engaged in supplying the services with food, medical supplies and equipment, …women and girls (were) being employed in ever-increasing numbers'.[64]

The Olympic Tyre factory was a major employer of labour in the Footscray district and beyond from the 1930s, into the war years and during the post-war period. As discussed earlier, Sir Frank Beaurepaire was also concerned about his workers who joined the military forces. As an ardent Australian patriot he supported war service but seems to have been one of the earliest employers to formulate an industrial repatriation scheme. In November 1939, when the West Footscray factory was being extended, Beaurepaire announced that any of his company's employees who took part in war service would be re-employed and re-educated on their return at the 'normal rate of pay'. He urged the support of other industrial employers for this scheme and suggested Federal Government funding.[65]

The West Footscray factory continued to employ a substantial workforce which, after the war, included workers of many nationalities. In 1980, after the merger with its rival Dunlop, at least 1,000 people were employed at West Footscray.[66]

In September 2001, the closure of the Cross Street site was announced with the majority of the production shut down by December that year. Limited production continued at the site until the Somerton site had a fully operational machine known as a calender, in mid 2003. South Pacific Tyres is now in the process of remediating the land and selling it.[67]

[64] Ibid, pp.322, 323.
[65] *Argus,* 9 Nov. 1939, see above.
[66] *Maribyrnong Heritage Review.* Vol. 3. Appendix 1:60.
[67] Paul Treloar, South Pacific Tyres, pers. comm, August 2004.

3.0
SITE ANALYSIS

3.1 THE SITE

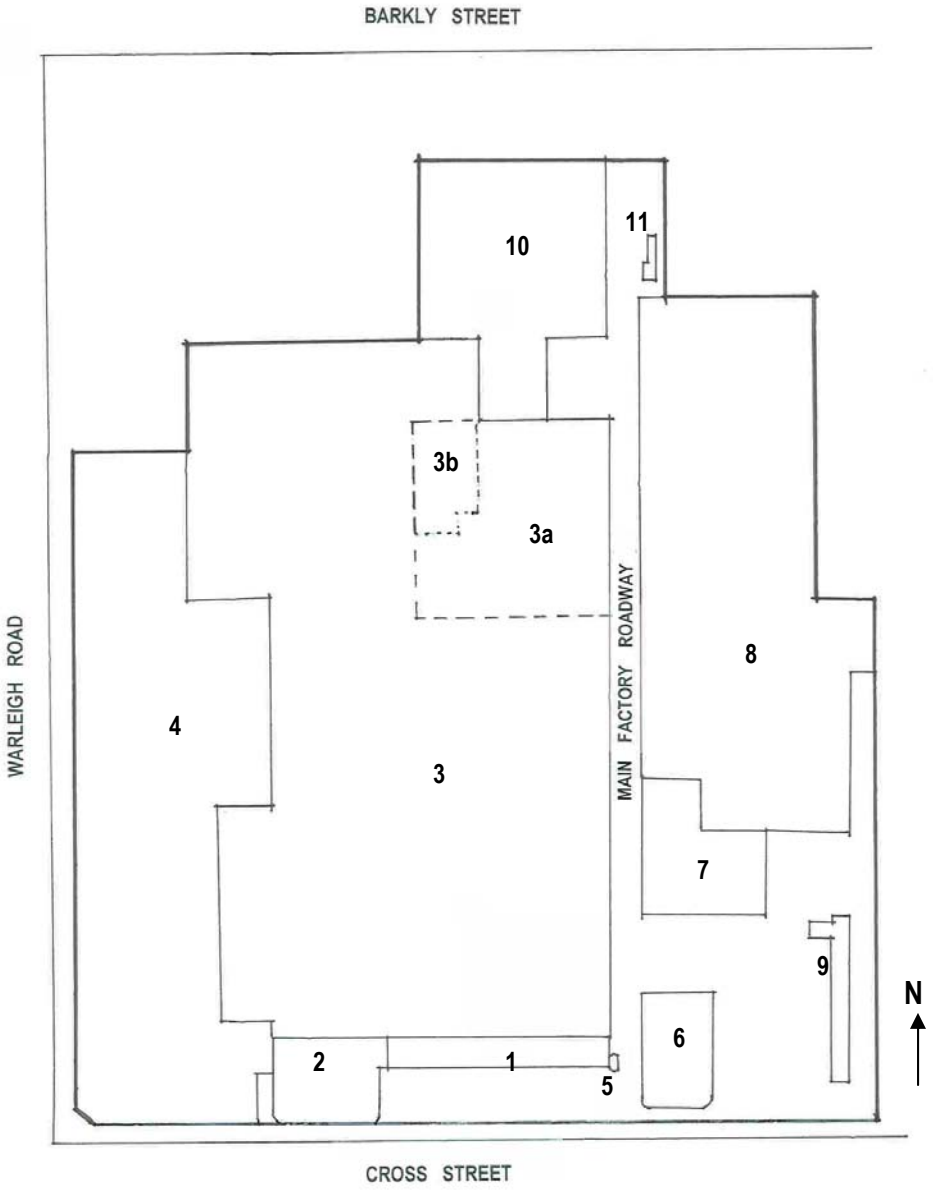
The site is located in Cross Street Footscray facing the Railway Line. Refer to the map extract in Section 1.2 of this report.

The site consists of front office, administration and showroom buildings with sawtooth roof factory workshops and staff facilities located behind. The front appearance of the factory is an eclectic design with three distinctive sections being variations of the Inter War, Moderne style.

The front office and showroom buildings were constructed in two main stages. The central show room and engineering offices to the west were completed in 1934 and the administration building with offices to the east of the site was completed in 1939.

The history of development of the workshop buildings behind is less clear as they are utilitarian type buildings with a similar structure and materials.

Most of the site is covered by factory buildings with an entry and access road between the boardroom building and the showroom. This is the only road through the site.



Site Plan (not to scale)

Legend

1 - 1934 Showroom
2 - 1934 Offices
3 - Sawtooth Roof Workshops c. 1930s & 40s
3a - Two storey section
3b - Cinder Block Storage Section
4 - 1970s Workshops
5 - Gatehouse
6 - 1939 Administration Building
7 - Brick Staff Amenities Building
8 - Eastern Sawtooth Roof Workshops
9 - Health & Injury Management Centre
10 - Steel Portal Frame Stock Storage
11 - Brick Storage Building

3.2 THE BUILDINGS

3.2.1 THE 1934 FACTORY BUILDING

The original 1934 factory building consisted of a central showroom, offices attached at the west and workshop buildings behind.

The showroom extends along Cross Street now at the centre of the site (Site Plan Area 1). This section of the building is constructed of rendered brick in the Egyptian revival Moderne style (App. 2, Photo.1). It has a band of wrought iron windows along the front divided by brick corbelled fins with an entry door at either end. These entries have tapered brickwork articulation in an Egyptian style. Above the central windows is a pediment with the title South Pacific Tyres. It is assumed that this pediment originally contained the title Olympic Tyres. Face redbrick is used in the facade to highlight features in contrast to the substantially rendered walls. The render has been painted white. On the roof of this building, set back from the front is a tall concrete water tower on stilts.

The interior of the showroom building contains a passageway to the front (App. 2, Photo. 5) and a long showroom behind extending across the length of the building. The passageway has a recent suspended ceiling while the ceiling to the showroom is pressed metal (App. 2, Photo. 5). It is likely that the passageway and showroom were originally one space. The floor to the showroom building is timber. In the passageway the floor is covered with carpet but in the showroom the timber boards are currently exposed.

Attached to this showroom at the western end is a three storey (one storey is a partially concealed basement) office building (Site Plan Area 2) constructed in cream and brown brick (App. 2, Photos 2 & 3). The cream brick is used around the windows while the brown brick is used in bands extending between the bands of windows. The building has a stepped parapet to the east elevation roof with cream brick corbelling and articulation like castellation in the Art Deco style at the centre of the elevation. The east elevation also includes a large loading bay (App. 2, Photo. 2). The centre of the south elevation contains the same detail. The corners to the building are curved. Other than the loading bay there are no access points from the Cross Street frontage directly into this building.

The interior of this building is mainly open office space with little decoration (App. 2, Photo. 8). The south east corner on the first floor appears to be the main office. It has timber lining and commands views across the front of the factory site (App. 2, Photo. 7). Some of the office partitioning is likely to be original.

The factory workshops extend behind both of these front buildings to the north. Originally the workshop area would have extended to the end of the 1934 Office Building but the exact extent is unknown. Most of the workshop area appears to have been constructed at a similar time demonstrated by the use of the same construction method and materials with minor variations depending on the span of the bays. (Site Plan Area 3). A later section of workshop is clearly distinguishable directly adjacent the office building which dates from about the 1970s (Site Plan Area 4).

Generally the earlier area of workshops consists of an open area formed by sawtooth roofed bays. The roof is supported by a grid of square Oregon posts with saddle beams and half timber trusses and some areas have fibre board or asbestos ceiling lining with timber strapping (App. 2, Photo. 11). This detail appears to date from the 1930s. The exterior walls to the workshop sections are clad in a combination of brick and corrugated iron or corrugated asbestos sheet. It is assumed that the sheet cladding would have been progressively removed and replaced as required (App. 2, Photo. 10).

An area of the workshop that differs markedly from this is towards the northeast corner (Site Plan Area 3b). This area has concrete columns and beams which are steel I beams encased in concrete. The walls around this area are cinder block following the line of the saw tooth roofs.

Another area that differs is towards the back of the building on the east side. This area is two storeys (Site Plan Area 3a). The roof to this section is mainly sawtooth as well but there is also a section of gable roof. This is not unusual or of particular interest in relation to construction.

The boundary walls of the factory building are face red brick with no adornment. The windows throughout the workshop section of the building are metal framed.

At the east end of the showroom is a cream brick curved gatehouse with a flat roof. This is the security office for the site (App. 2, Photo. 9).

In front of the showroom are remnants of a formal garden and lawn area that is described in early accounts of the factory. A low fence also extends across the Cross Street boundary covering the length of the showroom. The fence infill is recent and appears to have replaced an earlier wrought iron fence infill. The original brick base to this survives with pillars in a similar style to the showroom exterior (App. 2, Photo. 4).

3.2.2 THE 1939 ADMINISTRATION BUILDING

The administration building is detached from any other buildings and is located at the east end of the site (Site Plan Area 6). It is a Streamlined Moderne building at the front with curved corners and some stripped classical detailing. The rear of the building has simpler detailing with square corners and less detailed brickwork (App. 2, Photo. 14).

This building provides a bookend to the east end of the site providing symmetry and unifying the three front buildings to Cross Street.

The stripped classical facade with a decorative parapet extends to approximately one metre around the sides and behind this the building has a hipped roof clad in ceramic tiles. The windows to the remaining section of the building are regularly spaced on both levels.

The building is substantially cream brick with dark brown brick below the ground floor window sill level. This continues around the building. It has a low wide entry porch to Cross Street with a curved concrete canopy over the entry. The bricks around this front entry are all brown brick. Above the canopy is a bank of five strip windows divided by strips of brown brick that extend beyond the window heads. At the top of the brick strips there is Art Deco type corbelled brick motifs. The parapet is capped with a cement render Art Deco style capping, and the parapet steps up to the extent of the entry area. The facade of this building is made more dramatic by the planting of a Cypress tree either side of the entry which emphasises the verticality and formal nature of the facade. It is unknown whether they were an original part of the design, but they are of a considerable age. In design terms, the trees are in keeping with appearance of the building from Cross Street. The building has streamlined corner windows following the curve of the building on both levels.

Similar to the exterior, the most elaborate section of the interior is at the front of the building with standard office open floor space behind.

The main entry to the building is through central doors facing Cross Street. These doors lead into a shallow single storey entry space with a revolving glass door directly in front (App. 2,

Photo. 17). This revolving door leads to a double storey foyer space with two mezzanine stair landing levels. The first stair landing level is mid-way between the ground and first floor and provides a platform across the front of the building. This was probably used for presentations as there is a semi circular balcony following the line of the revolving door below. The second mezzanine landing provides entry and access to the first floor offices (App. 2, Photo. 15 & 18). The walls to the foyer space are timber panel lined to door head height with Art Deco style capping to the panelling. The panelling follows the line of the stairs and continues across the mid landing and there is also panelling to the extent of the landing space on the first floor. The remainder of the walls are painted plaster. Doors leading off the foyer are timber panel with circular windows in the upper section (visible in App. 2, Photo. 16).

The ground floor has a cream linoleum floor with a black double border. In the centre is the Olympic Tyre logo, which is believed to conceal a time capsule from the building construction period (App. 2, Photo. 16).[68] Either side of the foyer on both levels are the main administration personnel offices. These offices also have the timber panel lining to door head height.

The office area behind the foyer is a generally open plan office with some glazed partitioning dividing the space into offices. The walls are painted plaster and a false panel ceiling has been installed in more recent times. Generally the original features remain, such as the timber panel doors with circular windows in the top part, the cornices and the window details. The original strongrooms still remain in the building. Later changes like the office partitioning and dropped panel ceilings (App. 2, Photo. 19) could be removed with little damage to the original building fabric. The timber floor of the ground floor offices, particularly in the southwest side is badly cupped and distorted due to moisture penetration.

3.2.3 STAFF AMENITIES BUILDING

There is a two storey brick staff amenities building located behind the 1939 administration building. This has been painted white to three sides however the east side of the building remains unpainted. It is assumed that the building was originally unpainted revealing the details of render banding at window head height and the dark tile brick sills contrasting with the red brick. This is the only architectural detailing of note to this building as it remains substantially unadorned. The windows are aluminium framed; but these appear to have replaced the original windows which are likely to have been timber. The roof to this building is hipped with corrugated sheet cladding.

The ground floor of the building contains toilets and a change room/cloak room while the upstairs contained the kitchen and lunch room. There is little interior detailing of note throughout the building, with concrete floors covered in linoleum and painted plaster walls. All fixtures and fittings, including kitchen equipment have been removed.

This brick building also includes a two storey section containing engineering offices. This brick section is painted white and no brick detailing or adornment is evident. The staff amenities building is not of architectural interest.

3.2.4 EASTERN WORKSHOP BUILDINGS

The workshops (Site Plan Area 8) directly behind and adjacent to the brick buildings described above are constructed in the same manner as the workshops behind the showroom, that is with

[68] Paul Treloar, South Pacific Tyres, pers. comm. August 2004

sawtooth roofs supported on a grid of timber posts and half trusses following the line of the sawtooth. They appear to be from a similar period of construction. The workshops are clad in corrugated iron or corrugated asbestos (App. 2, Photo. 12). At this site, like other factories, there are large expanses of similarly constructed workshops. They exhibit the same architectural features and a small sample would be sufficient to demonstrate these characteristics.

3.2.5 HEALTH AND INJURY MANAGEMENT CENTRE

This is a single storey, narrow, long building located along the eastern boundary of the site (Site Plan Area 9). It appears to date from about the 1940s and is shown in Appendix 3. Photo. 24.

It is an L shaped timber framed building with a low pitched gable roof clad in corrugated asbestos cement sheet. The roof has wide eaves with timber slat lining. The walls are clad with vertical timber boards and the windows are timber framed and double hung or fixed pane (App. 2, Photo. 25). The building is of standard type construction and detailing with no architectural features of note.

3.2.6 OTHER BUILDINGS ON THE SITE

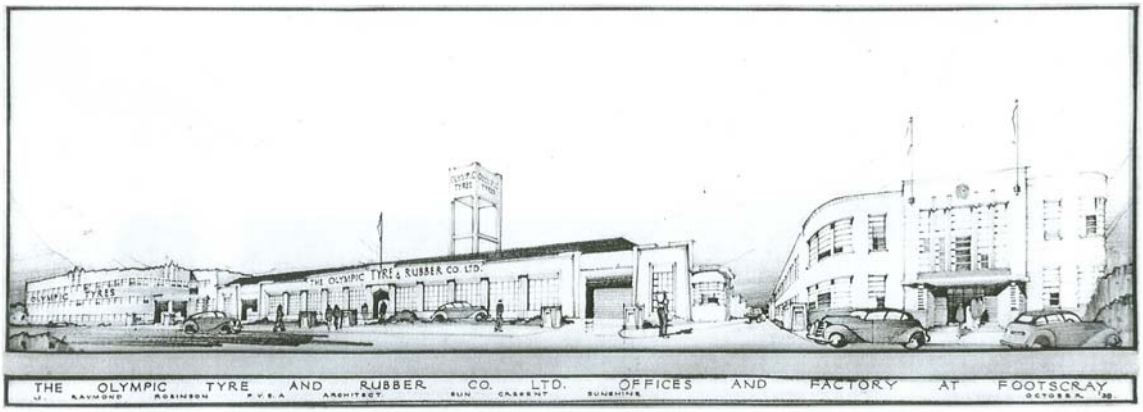
There is a stock storage building at the rear of the site behind the main factory workshops (Site Plan Area 10). It is attached to the main workshops but is of later construction around the 1980s and 90s. It is open on one side and has a steel portal frame and is clad in colorbond (App. 2, Photo. 23). It is not of architectural interest.

There is a chemical storage building towards the rear of the site on the east side of the main factory roadway (Site Plan Area 11). This a standard storage building found on a number of industrial sites and not of architectural value (App. 2, Photo. 22). It provided storage for dangerous materials that need to be stored separately with limited exposure to the exterior environment.

3.3 HISTORIC IMAGES

There are two historical images of the factory site held at the South Pacific Tyres Somerton office. One is an architectural perspective by J. Raymond Robinson dated October '39 and the other is an unsigned artist's impression of the site dated September 1951. For larger reproductions of these two historic images refer to Appendix 4.

1939 Architectural perspective, prepared by J. Raymond Robinson
Source: South Pacific Tyres, Somerton



This drawing only shows the front buildings on the site as seen from directly in front of the factory in Cross Street. The buildings on site today closely resemble this drawing with only a few minor differences. It is unknown whether this drawing was produced before or after the completion of the administration building.

The two cypress trees either side of the entry of the administration building do not appear in this perspective. They may not have been planned by the architect, and if planted at this time would not have been at a sufficient size to feature in the drawing.

The large ground floor opening on the east side of the 1934 office building is shown in this perspective demonstrating that it was probably an original feature of the building and used for delivery of materials or possibly as a tyre service centre entry. The drawing also confirms that the ground floor windows on the south east corner of this building have been extended at a later date.

The drawing indicates that there was a central entry to the showroom building; a large roller door at the east end and smaller roller door at the west end and windows rather than doors in the end bays. It is unknown if this was actually the case as none of these doors exist today and the end bays contain doors. It is possible that all of the windows and doors to this front elevation have been altered at a later date when this building ceased to be used as a showroom. The location of the fence posts indicates that there was a central pedestrian entry to the showroom building and a car access entry to the east of this entry. It is more likely than not that the entries appeared as they are shown on the drawing as this drawing was prepared in 1939, being five years after the completion of the showroom and office building. It is unlikely that the architect would have shown doors where they did not exist, and it is also unlikely that these doors were to be put in as part of changes in 1939.

The drawing confirms the overall front image with the Office building, showroom and administration building, the water tower over the showroom, the central flagpole on the showroom, the two flagpoles on the administration building, the gatehouse and the fence pillars.

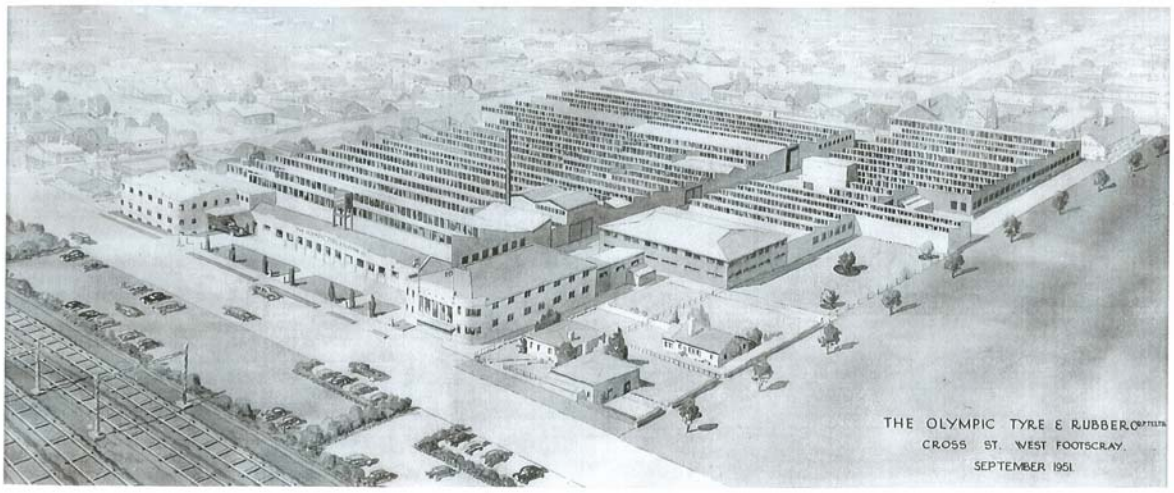
The windows to the gatehouse appear to have been altered since preparation of the drawing.

There are seven fence pillars shown in the drawing, while only five pillars remain on site today. It is known however that there were originally seven, but two have been removed after

irreparable damage by trucks.[69] These were the pillars located adjacent to the administration building and on the east side of the west entry.

The drawing shows the title of the company on three locations as seen from Cross Street; one across the front of the showroom (*The Olympic Tyre and Rubber Co. Ltd*) and the words *Olympic Tyres* across the Cross Street elevation of the 1934 office building and on at least two sides of the water tower.

1951 Artist's impression, unsigned
Source: South Pacific Tyres, Somerton



This is a bird's eye perspective water colour and is obviously an artist's impression rather than an accurate record of the appearance of the building at the time. It is clear that there has been some artistic license used in preparation of this painting. The most obvious indication of this is the representation of the windows on the 1934 office building which are shown as separate square windows rather than bands of windows. The painting is also less detailed than the earlier architectural perspective and does not indicate any differences in materials or colours to the front office buildings.

The painting shows the general features of the factory with the three main front buildings and the standard saw tooth factory workshops behind.

The painting is helpful in giving an impression of the overall coverage of the site by the factory buildings and shows the surrounding residential landscape. On the west boundary of the site there are residences shown which the company later acquired and demolished in order to extend the factory.

[69] Pers. Comm. Warren Dahlstrom, October 2004.

4.0 COMPARATIVE ANALYSIS

A comparative analysis has been undertaken for the former Olympic Tyre Factory to test elements of its potential architectural and historical significance against other examples in Victoria. Aspects explored to test this include, whether:

- the designing architect is particularly important or whether this is an important example of his work;
- the associations with Frank Beaurepaire are important;
- the building is an unusual or rare building type; and
- the building is a good example of a particular architectural style or has any unusual design aspects.

By providing this context and placing the factory within a historical and architectural framework, the overall significance of the site can be determined while at the same time identifying the particular aspects which make it significant.

4.1 BUILDINGS BY J. RAYMOND ROBINSON

4.1.1 ROBINSON'S WORKS FOR H. V. McKAY

In his younger years as an architect J. Raymond Robinson was strongly associated with Hugh Victor McKay who invented the Sunshine Harvester and established the company town of Sunshine.

Major sections of the H. V. McKay Offices were designed by J. Raymond. A number of Sunshine houses, a library and a church were also commissioned by H. V. McKay.

HV McKay Offices, 1926, VHR1966

Image 1. H. V. Mackay Offices
Source: Heritage Council Website, 2002

The 1926 building which is part of the H. V. McKay Offices on Devonshire Road and Harvester Road, Sunshine (Image 1) was designed in an Edwardian Free Classical style by architect J. Raymond Robinson. The office buildings became the most public face of the McKay firm and the later companies.

The McKay Offices at Sunshine are one of the very few surviving elements of the McKay – Massey Ferguson factory complex, which was one of Australia's largest and most active

industrial plants and employers of labour, and which made a major contribution to community life in Melbourne's western suburbs.[70]

Former Sunshine Mechanics Institute Library, 1912

Image 2 Former Sunshine Mechanic Institute Library
Source: Olwen Ford, *Harvester Town*, p.146

The first Sunshine Library (Image 2) was built next to the Mechanics Institute Hall in 1912 to a design by J. Raymond Robinson. In the early 1920s it was moved across the road to Corio Street. It remained in use as the main Sunshine library until the late 1960s when a new library was opened in McCracken Street. The old building then became a branch library. From the 1970s it was used as a library store.[71]

Robinson designed the library when he was 21 years old in 1912 and although minor, is the first recorded example of his work. The simple rectangular weatherboard building displays some Old English Revival elements with gables projecting on brackets and curved half timbering in the gables.

H.V. McKay Memorial Presbyterian Church, Sunshine, 1926

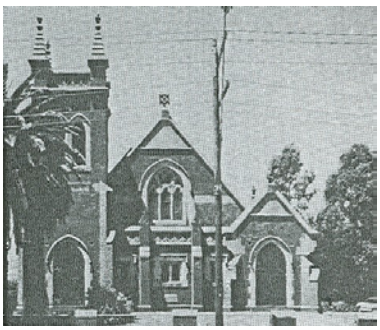


Image 3. Presbyterian Church, Sunshine
Source: Miles Lewis (Ed.), *Victorian Churches*

This church (Image 3) in Anderson Road was built in 1926 to the design of J. Raymond Robinson. H. V. McKay laid the foundation stone days before his death in 1926.[72] The church is

[70] Victorian Heritage Register online, www.heritage.vic.gov.au, H1966
[71] Melbourne's Living Museum of the West, *Brimbank City Post-contact Heritage Study*, pp.233-4
[72] The Sunshine Harvester Works, Armchair Tour, www.museum.vic.gov.au

in a later Gothic Free Decorated style and is of brick with cement dressings. Miles Lewis assesses the design of the church as "unusually retrogressive".[73]

Sunshine Factory Workers Housing

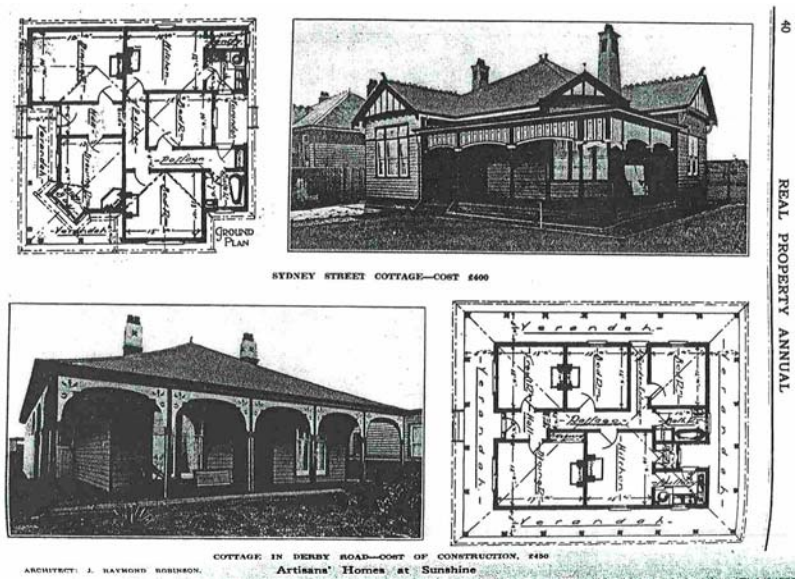


Image 4 Sunshine Housing designed by J. Raymond Robinson
Source: Olwen Ford, *Harvester Town*, p.208

The work of John Raymond Robinson was seen in several new houses in Sunshine by 1914[74] and by 1916 photographs and plans of several of his houses, described as "Artisan's Homes", featured in a Melbourne journal, *Real Property Annual*, which was advertising Sunshine as a place to live (Image 4). By the time the houses were being promoted in 1916, J. Raymond Robinson, had enlisted and was training as a gunner.[75]

The houses were weatherboard villas with a range of Arts & Crafts style features. A number of these buildings survive but a thorough survey of them has not been undertaken.

4.1.2 ROBINSON'S WORKS FOR BEAUREPAIRE

As well designing the Olympic Tyre & Rubber Company factory building, it appears that J. Raymond Robinson was involved with other Beaurepaire company buildings constructed during the 1930s and he may have been the official Beaurepaire architect for a period of time.

Sale Beaurepaire Tyre Service Centre

The Sale Beaurepaire Tyre Service Branch Office at 80 – 88 Raymond Street, Sale constructed in 1937 (Image 5) has been attributed to a Mr. Robinson of Latrobe Street, Melbourne.[76] Given the similarities this building has with the 1939 administration building at the Footscray factory, it is highly likely that the Mr Robinson referred to is J. Raymond Robinson.

[73] *Victorian Churches.* Ed. Miles Lewis, 1991, p.87.
[74] Olwen Ford, *Harvester Town.* The Making of Sunshine 1890-1925, 2001, p. 176.
[75] Ibid. p. 205 – 208.
[76] D. Catrice and M. Summerton. *The Motor Garage & Service Station in Victoria: A Survey*. National Estates Grants Programme report prepared for Heritage Victoria, Melbourne, 1997 p. 141

The former Beaurepaire Tyre Service Centre at Sale was assessed in the *Motor Garage & Service Station in Victoria Survey* as being of Regional significance as a fine and intact example of the streamlined Moderne style. The style was a popular choice of garage owners during the 1930s. It mirrored the sleek lines and sharp corners associated with the fast and modern image of the automobile.

Image 5. Former Beaurepaire Tyre Service Centre, Sale
Source: HLCD August 2004

This tyre repair service building is one of a number of service centres constructed for the company between 1926 and 1945.[77] It is unknown how many Beaurepaire Service Centres were designed by J. Raymond Robinson or how many of the service centres from this era survive.

The Footscray Olympic Cables c1947

The 1947 Olympic Cables factory believed to have been located on Mephan Street Footscray (now demolished) had a central office styled in a Moderne, Egyptian inspired manner featuring a low masonry building with tall narrow steel framed windows creating a colonnade effect and a taller central pylon entrance feature.[78] Unfortunately a photograph is not available. It is unknown whether J. Raymond Robinson designed this factory, but given its stylistic similarities with the Olympic Tyre & Rubber Factory it is highly likely.

4.1.3 CONCLUSION

As an architect Robinson does not appear to have been leading edge or particularly accomplished. In some cases his designs were regressive rather than progressive in thinking. None of the above examples of his work are excellent examples of a particular style or period of design.

The remaining early buildings by Robinson are very different in style and building type to the formal buildings of the South Pacific Tyre Factory. These earlier buildings have some importance for their capacity to illustrate the works of J. Raymond Robinson. Their principal importance, however, is historical and lies in their capacity to demonstrate the social background of the industrial development of Sunshine and the west in the early decades of the twentieth century.

[77] Ibid
[78] Maribyrnong Heritage Review Industrial Places, Reviewed Industrial Heritage Places, Jill Barnard, Graeme Butler, Francine Gilfedder & Gary Vines, 2000: Volume 3: Appendix 1.

The Olympic Tyre and Rubber Factory is a good example of Robinson's 1930s work. The 1939 administration building is important for demonstrating an interior designed by Robinson, however the 1934 office and showroom building demonstrates that in some cases his design only applied to the exterior.

4.2 BEAUREPAIRE RELATED SITES

4.2.1 INTRODUCTION

There are a number of other sites in Victoria, which relate to Frank Beaurepaire's business enterprises or which have historical associations with Sir Frank Beaurepaire. These include factories, Beaurepaire company service centres and a building at Melbourne University funded by Sir Frank.

There were three tyre related businesses established by Frank Beaurepaire in Victoria, Beaurepaire Tyre Service Pty Ltd (1922), Olympic Tyre and Rubber Pty Ltd (1933) and Olympic Cables Pty Ltd (1947) all having buildings constructed for the business.

4.2.2 COMPARATIVE EXAMPLES

Beaurepaire Tyre Service Pty Ltd sites

A number of Beaurepaire service centres were constructed between 1926 and 1945 in Victoria as indicated by the following extract from *The Motor Garage & Service Station in Victoria Survey*:

> *"Offices were opened in Latrobe Street, Melbourne, with the first branches established in Ballarat and St. Kilda Road, Melbourne (1926), Bendigo (1929), Geelong (1930), and Mildura (1935). In 1937, the financial affairs of the company were reorganised by the creation of Beaurepaire Investments Pty Ltd. Additional branches were then opened in Albury, Warrnambool, and Sale (1937), Horsham, Shepparton and Colac (1938), Swan Hill (1944), and Hamilton (1945)."*[79]

The Latrobe Street branch (now gone), which was the headquarters for the company, was constructed in 1924 and designed by Walter Butler. The 1930 Geelong building was designed by Buchan Laird and Buchan.[80] It is unknown how many of these early service centres survive but some have been replaced by later service centres such as the service centre in Bendigo. A survey of surviving Beaurepaire Service Centres has not been undertaken as part of this study, but it is known that a number still exist around Victoria. The Beaurepaire Tyre Service garage was designed by prominent Melbourne architects, Eggleston, McDonald and Secomb. As a 'round house' service station, the Bendigo building is unique in Victoria. [81] The later (1958) Bendigo Beaurepaire Service building (Image 6) is included in the Victorian Heritage Register substantially for its architectural significance, but it is also historically significant for its associations with the Beaurepaire Tyre Service Pty Ltd and Sir Frank Beaurepaire.

[79] D. Catrice and M. Summerton. *The Motor Garage & Service Station in Victoria: A Survey*. National Estates Grants Programme report prepared for Heritage Victoria, Melbourne, 1997.
[80] Ibid.
[81] Victorian Heritage Register on line www.heritage.vic.gov.au, H 1736

Image 6. Bendigo Beaurepaire Tyre Service
Source: Heritage Council Website

Olympic Tyre & Rubber Pty Ltd sites

The Cross Street factory in Footscray is the only site established specifically for Olympic Tyre & Rubber Pty Ltd. Since the merger of the company, other factory sites have been established but none with the same direct connection with the original company established by Frank Beaurepaire.

Olympic Cables Pty Ltd sites

Olympic Cables Pty Ltd was originally established as the electric cables division of the Olympic Tyre and Rubber Company in 1946. As a specialist cable manufacturer it benefited from the post War expansion of communications, particularly the national telephone network. There is believed to have been a factory building constructed for the company in 1947 in Mephan Street, Footscray. This building has since been demolished.[82] A new Tottenham factory site on Sunshine Road was acquired in 1956 and construction commenced soon after as part of the company's expansion program to produce telecommunication cables. The Prime Minister officially opened the works on 4 April 1960. Olympic Cables produced a range of cables for telecommunications and power transmission, and insulating materials. Another factory was opened in Queensland in 1959. In 1973 Olympic Cables and Nylex Cables combined to form Olex Cables Ltd and the Sunshine Road site is the head office for the company. The original 1950s Olympic Cables buildings remain on this site along with later additions along Sunshine Road and to the rear of the site. This is now the main office for Olex Cables.[83]

It is unknown if the Queensland factory still survives.

The Sunshine Road factory is a large industrial complex exhibiting Post war International style architectural features to the main elevations of the 1947 building, but otherwise it is a utilitarian structure of the period. The two-storey office block to Sunshine Road is of orange and red face brick (now over painted) metal-framed strip windows with overhangs and concrete lintels. The factory workshops behind are utilitarian in style and are generally steel framed, bolted and welded saw tooth roof structures clad in a combination of brick, asbestos sheet and concrete. The ages of the workshops vary. The later addition to the east of the 1947 factory front is unsympathetic and detracts from the original building.

[82] Pers. comm. Ruth Gallant, City of Maribyrnong, September 2004.
[83] Maribyrnong Heritage Review Industrial Places, Reviewed Industrial Heritage Places, Jill Barnard, Graeme Butler, Francine Gilfedder & Gary Vines, 2000: Volume 3: Appendix 1.

Beaurepaire Centre, Melbourne University, 1957

The Beaurepaire Centre at Melbourne University (Image 7) has strong associations with Sir Frank Beaurepaire, and is included on the Victorian Heritage Register partly for this reason.

The Beaurepaire Centre, designed by Eggleston, Macdonald and Secomb and comprising a 25 metre tiled swimming pool, changing rooms, gymnasium, trophy hall and administrative offices was officially opened on 12 April 1957, although it had already been used for training purposes by athletes during the 1956 Olympic Games. The complex was realised from a gift of £200,000 to the University by Sir Frank Beaurepaire who was a chief sponsor of the proposal to hold the Olympic Games in Melbourne in 1956. Beaurepaire died before the centre was opened.

Image 7. The Beaurepaire Centre, Melbourne University
Source: Heritage Council Website

4.2.3 CONCLUSION

It is unknown how many of the early Beaurepaire Service Centres exist and a comprehensive survey has not been undertaken as part of this report. If there are numerous service centres surviving there is not a shortage of buildings in Victoria representing Beaurepaire business enterprises.

With the demolition of the early offices (1947) of the Olympic Cable Factory, the later date and changes to the Sunshine Road Olympic Cable Factory and the demolition of the Beaurepaire head office in Latrobe Street, Melbourne, no Beaurepaire related sites better demonstrate the manufacturing and business enterprises of Sir Frank Beaurepaire than the front buildings of the former Olympic Tyre and Rubber factory.

4.3 COMPARABLE FACTORIES

4.3.1 FACTORY BUILDING TYPES

The design of a factory complex, which required a public front, administrative and laboratory facilities, and the working parts of the factory, was approached in a number of different ways.

On the larger industrial sites, such as at Monsanto (Image 10), the administration wing, laboratories and the like were designed as separate buildings in a garden setting with a higher quality finish than the factory buildings behind. The factory at the rear may have involved a number of buildings, and streets were formed between buildings to allow movement of staff and material. This also had the advantages of providing a less noisy and smelly working environment for the office and administrative functions.

On medium sized sites, the administration and office functions typically became a public street front which displayed an appropriate image and which shielded from view the larger factory floor area behind. This image was gained through use of an architectural style which expressed the ethos of the company. Art Deco was seen as a new style for a new age and appropriate for representing the progressiveness of industry. The International Style and Modernism gradually took over this role. The junction between the designed building and the repetitive factory elements was handled with varying degrees of success. More often than not the junction was an awkward one. The ETA Factory at Braybrook (1961, VHR1916) is a later example of a factory of this scale in which an attempt was made to integrate the frontage and the factory roof support system with a common structural grid. The factory building often expanded ad hoc at the rear.

The application of a planning grid to the whole of a large factory site did not occur until after the Second World War. A typical example is the General Motors Holden (GMH) site at Dandenong designed by Stephenson & Turner (1956 – 7).

On both large and medium sized manufacturing sites, the office and administration sections were often architect designed while the factory itself was designed by the engineers. For smaller factories the factory could be designed as a single coordinated unit.

Many factories feature a tower of some form. These acted as landmark and signage. Some carried clocks as at the Massy Ferguson complex in Sunshine. At the former Southern Can Company Factory (1937, Image 8), Former Hopkins Odlum factory (1940, Image 9) and the Sanitarium Health Foods site (Image 11) the tower is part of the Modernist massing of the office frontage. At South Pacific Tyres the tower takes the form of a concrete framed water tower. This is an example of a functional element signposting the factory rather than an ornamental clock or sign being used. Prior to the construction of the overpass on the Geelong Road for the railway, the Olympic Tyre factory tower would have been a highly visible marker in the western suburbs' landscape.

The South Pacific Tyres site lies at a point between the larger and medium sites. The office and showroom buildings serve as a front for the main mass of the factory, but the administration building stands slightly apart. It is likely that the architect had little involvement in the design of the factory area. However, this design is one of the few examples where the junction of the formal front buildings to the main mass of the factory behind has been used as a positive architectural feature. The south-facing front of the site enabled the use of the first long panel of sawtooth roof highlight glazing as a dramatic backdrop to the architectural device of the framing in rendered masonry of the showroom. The factory buildings behind are divided by a single main street, but otherwise the planning appears to have evolved in response to requirements for additional space and changing uses.

4.3.2 WEST MELBOURNE FACTORIES

During the 1930s and 1940s a number of factories were constructed in the Footscray area. Typically these were constructed in the Streamlined Moderne style in the 1930s or the International style in the 1940s. Many of the factories have been altered since their establishment to suit new company owners or mergers and new uses.

Two factories close to the former Olympic Tyre Factory and constructed in the same period are the former Southern Can Company factory (now Dimmeys/Forges, Image 8) at 240 Geelong Road and the former Hopkins Odlum (now Apex Belting, Image 9) factory at 288 – 275 Geelong Road. The former Southern Can Company factory was constructed in 1937, designed by architects Oakley and Parkes. The typical sawtooth roof, steel and timber framed, corrugated iron and brick clad factory complex sits behind a striking facade originally of face clinker brick,

but now painted white.[84] The Hopkins Odlum factory building (Image 9) was completed in 1940 designed by R. M. and H. M. King. It had an International style front office building. The offices were divided into two with simpler additions to the west and the more architecturally pretentious and earlier section to the east with an orange brick vertical feature adorned at its top with cement fins. This element provided the distinctive identification for the building and hence the company and its products equivalent to what is now known as corporate identity. A rendered block with ruled grid formed a window element and a base to the vertical feature. The building proper has a long horizontal steel framed strip window, each bay divided by fins of deep green faience. Behind it are the ubiquitous corrugated iron and asbestos sheeting clad manufacturing buildings with brick in double colonial bond and single veneer forming the boundary walls.[85]

Image 8. Former Southern Can Company, Dimmeys/Forges, 240 Geelong Rd, Footscray West
Source: HLCD Photo Sept 2004

Image 9. Apex Belting, Geelong Rd, Footscray West
Source: HLCD Photo Sept. 2004

Both the Hopkins Odlum and Southern Can Company factories were constructed at a similar time to the former Olympic Tyre and Rubber factory and take on a similar form with the impressive architecturally distinctive front brick building and typical factory floor concealed behind.

The Monsanto factory on Somerville Road Brooklyn (Image 10), constructed in the early 1940s, also has a distinctive front administration building. The Monsanto administration building is unusual in adopting an American revival style for its administration wing. The scale of the administration buildings and laboratories is comparable with that of the South Pacific Tyre

[84] Maribyrnong Heritage Review – Industrial Places, 2000, Volume 3, Appendix 1, p. 83 - 85
[85] Ibid, p. 89 - 91

Factory, but the site is larger and the connection with the factory itself is not so direct. The factory activities are spread over a wider area and are less confined to a defined "factory floor". These administration buildings were assessed for inclusion on the Victorian Heritage Register, but only local planning scheme protection was recommended.

Image 10. Monsanto Factory administration building, Somerville Rd, Brooklyn
Source: SLV Picture Collection online, 1950 photo.

A comparable Footscray factory, which was more similar in style to the Olympic Tyre and Rubber factory but is now demolished, is the factory for stove makers K. F. B. Metters Pty Ltd (Image 11). It was established in 1928 and located at 22 Gordon Street Footscray. The offices and showrooms of this large complex were the most architectural pretentious elements of the site, as is the case at the tyre factory. The front building was Moderne in style with the internal stair forming the central vertical element externally, against which horizontal blocks were stacked either side. Glazing to the stair was strongly vertical while the glazing to the side bays was in blocks. This composition was similar in form and style to the 1939 administration building at the former Olympic Tyre and Rubber Factory. The rear factory buildings to the stove factory were utilitarian as is the case for the tyre and rubber factory.[86]

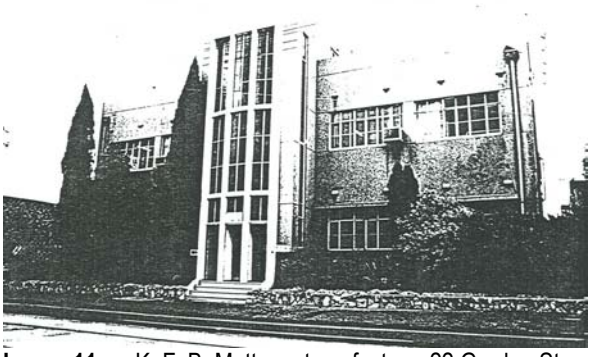


Image 11. K. F. B. Metters stove factory, 22 Gordon Street, Footscray, now demolished
Source: Footscray Conservation Study, 1984.

[86] Butler Graeme, *Footscray Conservation Study*, 1984, Volume 4, p. 74

4.3.3 INTER WAR FACTORIES &SHOWROOMS IN THE VICTORIAN HERITAGE REGISTER (VHR)

Factories and showrooms from the inter-war period are not well represented on the VHR. Factories are generally included on the VHR for their architectural significance and/or the demonstration of industrial history of Victoria. So far most nominations have been in response to redevelopment pressures and no through state wide studies have been undertaken as a basis for establishing appropriate representation on the register.

The following inter-war factories included in the VHR are not representative and do not provide a good comparative framework for determining whether the Footscray factory is of State significance, as it is known that there are numerous other inter-war factories that may be of State significance and worthy of inclusion on the register but they have not yet been assessed. These examples demonstrate however some likely factors in determining why a factory type building could be included in the VHR.

Sanitarium Health Food Company Buildings, Warburton, 1936, VHR619

Image 12. Sanitarium Health Food Company
Source: Heritage Victoria Website

This factory constructed in 1936 is primarily on the VHR for its architectural significance. The Warburton buildings draw heavily on the personal style of Dutch architect W.M. Dudok and are important early examples of modern architecture in Victoria influenced by the contemporary European models. The Sanitarium Health Food Co. building won the 1940 Royal Victorian Institute of Architects Street Architecture Award, the first awarded to a building outside the metropolitan area.

The design of the Sanitarium industrial buildings was a more progressive expression from the same period as the South Pacific Tyre and Rubber Factory. The buildings are similar in their use of European models for their design.

Wunderlich / Monier Terracotta Roof Tiles Complex, 656 Mitcham Road, Vermont, 1925, VHR1008

The site is principally of significance for its part in the history of building product manufacture, and for the unusual trusses of the main factory building.[87] The main shed was open sided. Various ancillary and administration buildings were located on the site but there was no organised public presentation.

Former Kellow Falkiner Showrooms, 375 – 379 St Kilda Road South Yarra, 1928, VHR668

Image 13. Former Kellow Falkiner Showrooms
Source: Heritage Victoria Website

The Former Kellow Falkiner Showrooms (Image 13) were built for Charles Kellow, a pioneering Australian motorist and car salesman, in 1928. The architect for the two storey building was Harry A. Norris. The former Kellow Falkiner Showrooms are included in the Victorian Heritage Register partly for their architectural significance and partly for their demonstration of the dawning car age. They are significant as an excellent example of early, purpose-built car showrooms, as the work of Harry Norris, and for the innovative use of decorative materials in their construction. At the time of the showrooms' construction, cars were still largely luxury items. This is reflected in the choice of the Spanish Mission style, which was the usual choice for new car showrooms and service stations in the late 1920s. It was intended to evoke some of the glamour and style of Hollywood and film stars with fast cars.

4.3.4 CONCLUSION

Factory buildings such as those found on the former Olympic Tyre and Rubber Factory are not unusual in the West Melbourne area. The site demonstrates the standard factory form with office buildings with more architectural distinction at the front and factory floor in standard form behind. However what elevates the significance of some factories as opposed to others is the grandness and architectural distinction of their front buildings, how significant they are in relation to the work of the designing architect and/or their demonstration of a particular architectural style or industrial process.

While Art Deco styling was applied to many buildings in the inter war period, there are few extant examples of factory fronts in this style from this period. Factory fronts with varying degrees of Dudok inspired massing and detailing, such as the Sanitarium Factory, Apex Belting and the Southern Can Company are more common.

[87] Heritage Council Website

The use of the concrete framed water tower on the Cross Street facade is an unusual factory signpost, rather than the ornamental signs or clocks used to denote other Victorian factories.

The former Olympic Tyre and Rubber Company complex is unusual in that the junction of the factory with the showroom frontage was used as an architectural device. The glazing of the sawtooth roof facing south which served to light the workshops also serves as a backdrop to emphasize the rendered picture frame of the formal composition of the public facade.

The former Olympic Tyre & Rubber Company factory front is particularly intact as it has been used by the same company (and its derivatives) since its construction. The front buildings therefore still express the pretensions and enthusiasm of the Olympic Company when they first established the factory in 1934.

4.4 THE STYLE OF THE BUILDINGS

The front buildings of the former Olympic Tyre Factory demonstrate two variations of the Inter War Art Deco style: Egyptian Revival and Streamlined Moderne.

4.4.1 THE SHOWROOM

The showroom at the factory is designed in the art deco style with use of the Egyptian pylon motif .The use of Egyptian motifs in Art Deco buildings is generally attributed to public interest in the opening of the tomb of Tutankhamen in 1922. There are only a few known examples of Art Deco buildings in Victoria, which display Egyptian motifs. Some of these are quite elaborate with extensive use of Egyptian details such as papyrus capitals. The Emulation Hall Masonic Lodge, Rochester Road Canterbury and the Westpac Bank in Bourke Street (Godfrey and Spowers, 1929, VHR799) fall into this category. Another response was the more abstracted use of Egyptian massing derived from Egyptian temples, and particularly the motif of pylons flanking an entrance. The Wimmera Stock Bazaar is closely comparable to the showroom of the South Pacific Tyre Factory mainly in the use of the pylon motif.

Wimmera Stock Bazaar

Image 14. Wimmera Stock Bazaar
Source: Heritage Victoria Website

The Wimmera Stock Bazaar (Image 14) was constructed by the Horsham Borough Council on the Horsham Stock yards close to the centre of the town in 1936. The architect is not known. The Wimmera Stock Bazaar is of historical significance for its association with the working horse industry in the Wimmera and in the State of Victoria. The Wimmera Stock Bazaar is of architectural significance as a rare and late example of the building type of the stock or horse bazaar. The Wimmera Stock Bazaar is also of architectural significance for its unusual Art Deco

facade design, which incorporates abstracted Egyptian style pylons on either side of the main entrance.

The use of the Egyptian pylon motif as a main element of the facade on the stock bazaar is similar to that on the showroom of the South Pacific Tyre factory. The Bazaar facade does not display any other detailed abstracted Egyptian elements, such as the pilasters seen on the showroom at the former Olympic Tyre and Rubber factory.

The following two factories in England have strong similarities to the design of the showroom at the former Olympic Tyre and Rubber factory suggesting that they were used as the basis for the showroom design at the Footscray factory. It is likely that a member of the company visited these factories overseas and came back to Australia wanting something similar.

Hoover Factory, Western Avenue, London, England, 1932-5

Image 15. Hoover Factory, London
Source: Art & Architecture - website www.artandarchitecture.org.uk

Image 16. Hoover Factory, London
Source: Art & Architecture - website www.artandarchitecture.org.uk

The Hoover Factory, designed by Wallis Gilbert and Partners (Images 15 & 16), was the office and factory for the Hoover Company from 1933. The glazed facade gives the appearance of a floorless expanse, although in fact it has several floors. The whole area of the ground floor was used as a workshop. The building was decorated with bright coloured faience (glazed ceramic) inspired by ancient Egypt. The floodlighting, which it still has today, was part of the original design scheme.

Firestone Tyre Factory, London, 1928, demolished 1980

Image 17. Firestone Factory, London
Source: http://www.users.globalnet.co.uk/~garycr/2001/firestone_factory

Wallis Gilbert and Partners also designed the Firestone Tyre Factory (demolished, Image 17) and the India Tyre Factories of the same period. The Firestone Tyre Factory displayed a similar long facade to one of the Hoover buildings and a similar Art Deco Egyptian forms and detailing. The factories were known as Fancy Factories and represented a change in attitude overseas towards the design of factories, whereby the factory buildings played a part in promoting the and contributing to the successful pursuit of business.[88] Both factories were on sites on new main roads on the outskirts of London. Both were designed to catch the eye of passing motorists, who were potential customers.

Image 18. The showroom at the former Olympic Tyre and Rubber Factory showing the use of the pylon motif and the similarities with the two UK factories
Source: HLCD August 2004

The elements of these factories which are echoed at the showroom at South Pacific Tyres (Image 18) are the combination of a striking horizontal form, framed with strong symmetry, as well as the stepped sloped pylon motif to frame the ends of the facade, the use of a sloping stepped pediment and the spacing and detailing of the pilasters with full glazing in between. The use of the pylon motif in the fence pillars is also a close parallel. The facade of the former Olympic Tyre and Rubber Company was not on the same scale, as detailed or as architecturally accomplished as these international examples.

4.4.2 THE OFFICES & ADMINISTRATION BUILDING

The offices and administration building at either end of the showroom have been designed in the Streamlined Moderne style.

The offices at the west of the site are a low key version of the style and while this building demonstrates some typical elements of the Streamlined Moderne style such as the bands of windows and curved corners, it is not a particularly accomplished example. The streamlined detailing loses impact with the introduction of the short brick fins to the parapets. The impact of

[88] Skinner. Joan. S, *Form and fancy: factories and factory buildings by Wallis, Gilbert & Partners, 1916 – 1939*, Liverpool University Press, Liverpool, 1997.

the bands of windows has also been lost with extension of the ground floor windows and the large opening made in the east elevation. These are both later alterations.

The administration building on the other hand demonstrates most of the elements common to the streamlined Moderne style and stands as a bold building in its own right. On this building, as opposed to the offices, the long windows and brick fins on the front facade provide a strong vertical contrast to the horizontality of the rest of the building. The verticality of this facade is enhanced by the Sentinel Cypresses on either side of the entry.

This building can be compared with the former United Kingdom Hotel in Clifton Hill, built in 1937-38 (Image 19). The Clifton Hill building is included on the VHR as a remarkable example of the Streamlined/Jazz Moderne style.

Image 19. FormerUnited Kingdom Hotel, 199 Queens Parade, Clifton Hill
Source: Heritage Victoria Website

While the Footscray administration building is simpler in design than the former Hotel at Clifton Hill, the significance of the administration building in demonstrating the style is elevated by the intactness of the exterior and the interior.

The interior foyer and front offices of the administration building are remarkably intact and an excellent example of a decorative scheme for this period. Of particular note is the linoleum floor and revolving door in the foyer area, and the timber panelling and mezzanine floors in the front section of the building.

4.4.3 CROSS STREET COMPOSITION

The composition of the three buildings being the 1934 offices, 1934 showroom and 1939 administration building on the Cross Street elevation provides an almost symmetrical and grand front to the site. It indicates the use of the building as a tool to promote the company as well as expressing the intentions and enthusiasm of the company upon its establishment.

The combination of the three main elements is unusual in its architectural expression. The offices and administration building at either end of the site provide book ends to the central showroom and although not the same in design, have similar form, scale and height that tie the front buildings together providing a unified and well composed frontage.

The combination of the two different versions of Inter War styles in one unified front is unusual and there are no known examples of such a composition to compare with this factory front.

4.4.4 CONCLUSION

Architecturally the use of the Egyptian Revival style in the showroom building and fence is rare in Victoria. In addition the showroom is a good expression of the style consisting of a number of Egyptian influenced elements. The influence of and overwhelming similarities with overseas examples of factory buildings in relation to the showroom is of architectural and historical interest.

The administration building is a good example of the Streamlined Moderne style, with its intact interior and exterior demonstrating the common characteristics of this style of architecture particularly well.

The 1934 offices are not of architectural interest as they are not a particularly good example of the Streamlined Moderne style and they have been altered. However the building makes a positive contribution to the overall composition of the factory front.

The combination of the three front buildings at the factory being the 1934 offices, 1934 showroom and 1939 Administration Building, in addition to the showroom fence elements provide a strong public image to the factory and is highly unusual.

5.0 CULTURAL SIGNIFICANCE

5.1 METHODOLOGY AND CRITERIA FOR CULTURAL SIGNIFICANCE

The basis for assessment in this report is the Heritage Council criteria for assessment of Cultural Heritage Significance. In addition the *Guidelines to the Burra Charter: Cultural Significance* has been used.

5.2 ASSESSMENT AGAINST HERITAGE COUNCIL CRITERIA

Criterion A: The importance, association with or relationship to Victoria's history of the place or object

The former Olympic Tyre and Rubber Company factory has historical significance for the role it played in the industrial development of Footscray, including the district's economic revival during the 1930s when it became known as the 'Birmingham of Australia'. As one of the large factory complexes, many architect-designed, which opened in the Footscray district during the 1930s, the former Olympic Tyre Factory provided industrial employment within this district and beyond. The establishment and expansion of factories like this one in the mid to late 1930s, following the easing of the Depression, demonstrated the prevailing faith in industrial employment as the way to future prosperity. Its importance to the economy was highlighted by the fact that the first section was opened in June 1934 by the Prime Minister, the Hon. J. Lyons. Extensions along Cross Street were opened in November 1939 by the next Prime Minister, the Hon. Robert Menzies.

The complex has historical significance, as the headquarters of the Olympic Tyre Company, which became a major Victorian tyre manufacturer using the most advanced technology in the production of tyres and other rubber products. It was promoted as an Australian company, owned and managed by Australians, which used mainly Australian materials and machinery and employed mainly Australian workers.

The complex also has historical significance as the physical manifestation of the Beaurepaire group of businesses, which played a significant part in the development of Victoria's industry. With the demolition of the early offices (1947) of the Olympic Cable Factory, the later date and changes to the Sunshine Road Olympic Cable Factory and demolition of the Beaurepaire head office in Latrobe Street, Melbourne, no Beaurepaire related sites better demonstrate the manufacturing and business enterprises of Sir Frank Beaurepaire than the front buildings of the former Olympic Tyre and Rubber factory.

Criterion B: The importance of a place or object in demonstrating rarity or uniqueness.

The complex demonstrates the rare use of the Interwar Egyptian Revival style. The 1934 showroom and parts of the front fence facing Cross Street demonstrate an abstracted form of Egyptian massing, particularly in the use of the pylon motif. The use of Egyptian Revival is rare in Victoria with some other examples using the style as applied decorative elements, such as papyrus capitals, rather than in the overall composition.

While Art Deco was applied to many buildings in the Interwar period, there are few extant examples of factory fronts in this style from this period. Massing and styling of factory fronts inspired by the Dutch architect, Dudok were more common. In Victoria, these include the Sanitarium Factory, Apex Belting and the Southern Can Company.

The use of the concrete framed water tower on the Cross Street facade is an unusual factory signpost in that it is functional, rather than the ornamental signs or clocks used to denote other Victorian factories.

The design of the former Olympic Tyre and Rubber Factory strongly relates to two prominent international examples, being the Hoover Factory in London, 1932-35, and the Firestone Factory in London (now demolished) of 1928 by the same architects, Wallis Gilbert and Partners. The Footscray example shares the striking horizontal form of the showroom composition with these two factories as well as the use of the picture-framing motif, containing the symmetrical arrangement of glazing and pilasters. It also shares the use of the stepped central parapet and flanking pylons terminating the composition with the overseas examples. The facade of the former Olympic Tyre and Rubber Company is not on the same scale or as architecturally accomplished as these international examples. However it is unusual in Victoria for its ability to demonstrate the application of overseas trends in International architecture. It is also of note that the Firestone Factory was built for the tyre industry.

The former Olympic Tyre and Rubber Company complex is unusual in that the junction of the factory with the showroom frontage was used as an architectural device. The glazing of the sawtooth roof facing south and lighting the workshops serves as a backdrop to emphasize the rendered picture frame of the formal composition of the public facade.

Criterion D: The importance of a place or object in exhibiting the principal characteristics or the representative nature of a place or object as a part of a class or type of places or objects.

The former Olympic Tyre and Rubber Company factory exhibits some of the key characteristics of factory design in the Inter War period in Victoria. This includes the site location and layout. It was established in the industrial area of Footscray opposite the railway line and in close proximity to the West Footscray railway station. The factory was given a grand, architect-designed frontage to Cross Street with the standard factory floor arrangement shielded from public view behind. The site chosen had the capacity for expansion.

From its 1934 establishment, the factory exhibits key elements of the layout of its type, being a central showroom with offices attached at the west and the workshop behind. The addition of the 1939 administration wing with its decorative interior lobby as a separate building also reflects essential characteristics of factory design in Victoria.

Other typical elements, found in numerous factories in Footscray and throughout industrial areas, include the arrangement of repetitive workshop bays along a main internal roadway, the inclusion of a security gatehouse and a separate health and injury management area. The workshop structure of sawtooth roof, timber post, beam and half-trusses, along with metal and asbestos corrugated cladding with some brickwork is also extremely common.

In Victoria, the design of factory complexes to include a public front with administrative and showroom functions and the working parts of the factory was achieved in a number of ways. In some large Victorian examples, such as Monsanto and HV McKay, the factory floor was separated from the office areas. In smaller examples, the architect-designed front was attached to the engineer-designed workshops behind. The former Olympic Tyre and Rubber Factory

exhibits aspects of both of these design types with the 1934 section immediately in front of the factory and the 1939 administration building being physically detached from work areas.

Criterion E: The importance of the place or object in exhibiting good design or aesthetic characteristics and/or in exhibiting a richness, diversity or unusual integration of features.

The Cross Street frontage of the complex has architectural significance as an outstanding example of an Art Deco factory facade along Cross Street, which was constructed in 1934 and 1939 and remains substantially intact. The combination of characteristics of the central showroom in the Egyptian Revival style, the 1934 offices with a streamlined design and some vertical geometric detailing and the 1939 administration building with its streamlined and vertical motifs is an unusual integration of features. This striking architectural composition is complemented by the inclusion of lawns and garden beds with an Egyptian Revival inspired front fence (part remaining) facing Cross Street and the symmetrical plantings of the vertical cypress tree forms outside the administration building.

The former Olympic Tyre and Rubber Company complex exhibits an unusual design in the use of the glazing of the sawtooth roof facing south behind the showroom as a backdrop to emphasize the rendered picture frame of the formal composition of the facade.

Criterion G The importance of the place or object in demonstrating social or cultural associations.

The complex has social significance as a major industrial employer in the Footscray district and beyond.

The water tower of the complex was a landmark on the Footscray skyline prior to construction of the Geelong Road Railway overpass. It helps to signify the industrial heritage of Footscray.

The complex has historical significance for its long associations with Sir Frank Beaurepaire (1891-1956), Olympic swimming champion, successful businessman, civic leader and philanthropist. Sir Frank founded the company and was its managing director for many years. The company name and the use of the Olympic symbol that survives on the 1939 time capsule and linoleum floor of the administration building emphasize this connection.

The architect J. Raymond Robinson, a brother-in-law of Sir Frank Beaurepaire, designed the former Olympic Tyre and Rubber Factory. Robinson made his name earlier as an important Sunshine architect, designing houses, shops, public buildings and offices in the years between 1912 and 1940. His most important works in the McKay company town include the new company offices for Sunshine Harvester Works for McKay in 1926 and the H.V. McKay Memorial Presbyterian Church in Sunshine in the same year. Many of Robinson's buildings are different in style and scale to the former Olympic Tyre and Rubber factory.

5.3 STATEMENT OF CULTURAL SIGNIFICANCE

The following statement of significance has been prepared in the format used by the Victorian Heritage Council. For an explanation of the set out of each section of the statement of significance refer to Appendix 3.

What is significant?

The former Olympic Tyre and Rubber Company site (now known as South Pacific Tyres) is located 56 - 84 Cross Street, West Footscray. The Olympic Tyre and Rubber Company Pty Ltd was formed in 1933 by Frank Beaurepaire. This followed his first business enterprise in 1920, when he formed the Advanx Tyre Repair Co. with a Canadian acquaintance in Sydney, and later, the foundation of the Beaurepaire Tyre Service in Melbourne in 1922 with his brother-in-law, Oscar McKay, as partner. The earliest portion of the major facade of the complex in Cross Street, designed as offices and showrooms, was opened in June 1934 by the Prime Minister, the Hon. J. Lyons. Extensions along Cross Street were opened in November 1939 by the next Prime Minister, the Hon. Robert Menzies. This was just before the outbreak of the Second World War. The buildings were designed by architect and builder J. Raymond Robinson who was a brother in-law of Frank Beaurepaire. Prior to designing the Olympic factory buildings, Robinson was involved in the design and construction of numerous buildings in Sunshine for Sunshine Harvester inventor H. V. McKay.

The significant part of the site consists of front office, administration and showroom buildings with a section of sawtooth roof factory workshops behind. The front appearance of the factory is almost symmetrical with a central Egyptian Revival showroom and fence and Streamlined Moderne style office buildings either side.

How is it significant?

The former Olympic Tyre and Rubber Company complex is of architectural and historical and significance to the State of Victoria and of local social, architectural and historical significance to the City of Maribyrnong.

Why is it significant?

The Olympic Tyre and Rubber Company complex has State historical significance, as the headquarters of the Olympic Tyre Company, which was promoted as an entirely Australian Company and became a major Victorian tyre manufacturer using the most advanced technology in the production of tyres and other rubber products. The complex has historical significance as the physical manifestation of the Beaurepaire group of businesses which played a significant part in the development of Victoria's industry.

The public frontage of the complex along Cross Street has State architectural significance as an outstanding example of an Art Deco factory facade, which remains substantially intact. The combination of characteristics of the central showroom in the Egyptian Revival style, the 1934 offices with a streamlined design and the 1939 administration building with its streamlined and vertical motifs is an unusual integration of features. This striking architectural composition is complemented by the inclusion of lawns and garden beds with an Egyptian Revival inspired front fence facing Cross Street and the symmetrical plantings of the vertical cypress tree forms outside the administration building.

The complex has State historical and architectural significance for its strong relationship with two prominent international examples, being the Hoover Factory in London, 1932-35, and the Firestone Factory in London (now demolished) It is unusual in Victoria for its clear ability to demonstrate the application of overseas trends in International architecture.

The complex is of State architectural significance as it demonstrates the rare use of the Interwar Egyptian Revival style in the 1934 showroom and the front fence facing Cross Street. The building and fence demonstrate an abstracted form of Egyptian massing, particularly in the use The former Olympic Tyre and Rubber Company complex has local historical and

architectural significance as a representative example of factory design in the Inter War period in Victoria. The factory exhibits key elements of the layout of its type, being a central showroom with offices attached at the west and the standard factory floor arrangement shielded from public view behind. The addition of the 1939 administration wing with its decorative interior lobby as a separate building also reflects essential characteristics of factory design development in Victoria.

The use of the concrete framed water tower on the Cross Street facade is of local architectural significance as an unusual factory signpost, rather than the ornamental signs or clocks used to denote other Victorian factories. The glazing of the sawtooth roof facing south is an interesting design feature serving to light the workshops and to provide a backdrop emphasizing the rendered picture frame of the formal composition of the facade.

The complex has local social significance as it was a major industrial employer in the Footscray district and beyond.

The complex has local historical significance for its associations with Sir Frank Beaurepaire and as an example of the work of architect J. Raymond Robinson who designed a number of buildings in the West Melbourne area.

5.4 WHAT IS SIGNIFICANT - LEVELS OF SIGNIFICANCE

A scale of three levels of significance is used in this report: Primary and Contributory and No significance.

Primary: Components that are vital in demonstrating the architectural significance and historical significance of the site.

Contributory: Components that are of lesser importance in demonstrating the architectural and historical significance of the site.

No: Components that do not contribute to the architectural or historical significance of the site.

Significant elements

Primary

The following elements are of primary significance:

- Exterior and interior of the showroom
- Exterior, interior and structural system of one factory bay to the extent shown on the significance plan. Length of significant area defined by end walls of saw tooth roof section.
- Fence pillars and brick fence base of front fence
- Exterior of Administration Building and interior of the foyer and front office area on the ground and first floor
- Exterior of 1934 Office building to extent shown on the significance plan
- The exterior of the gatehouse
- A section of the main factory roadway as shown on the significance plan
- Water tower above the showroom
- Land as defined in the significance plan

Contributory

The following elements are of contributory significance

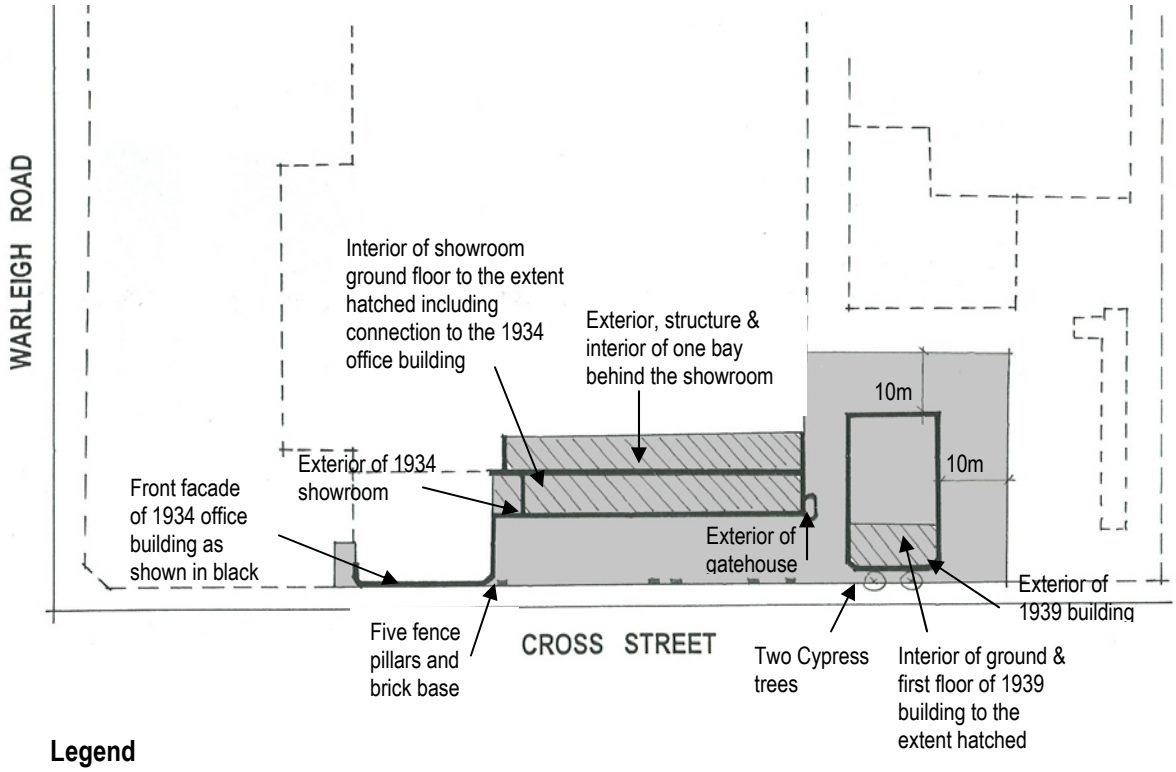
- Brick drains defining original garden beds/lawn areas in front of the showroom
- Garden beds in front of the Administration Building
- Two Cypresses either side of Administration Building entry

Of No Significance

The following elements are of no significance

- Machinery and equipment remaining on the site
- Remainder of the site and buildings not identified as significant

5.5 SIGNIFICANCE PLAN



Legend

- Significant exterior walls are shown with solid black line
- Significant interior spaces are diagonally hatched
- Significant land is shaded

6.0 CONSERVATION POLICY

6.1 GENERAL POLICY

A Statement of General Conservation Policy sets out guiding policies for the conservation of the cultural significance of the site. These policies apply to the significant sections of the former Olympic Tyre and Rubber Factory as identified in the previous section.

6.1.1 STATEMENT OF GENERAL CONSERVATION POLICY

The former Olympic Tyre and Rubber Factory should be recognised as a site of cultural significance, of importance to Victoria and the City of Maribyrnong, with aesthetic, social and historical significance.

All future conservation or development actions for the former Olympic Tyre and Rubber Factory should be based on the principles of the Australia ICOMOS Charter for the Conservation of Places of Cultural Significance (*The Burra Charter*).

The former Olympic Tyre and Rubber Factory should have a conservation approach applied to all aspects of works and use that affect it. This will ensure that the significance of the site is maintained for present and future generations. This Conservation Management Plan provides guidance as to how this shall occur.

6.1.2 RATIONALE

The significance of the property primarily lies in the unusual nature of the front buildings and features facing Cross Street.

These buildings provide physical evidence of the role of the Olympic Tyre Company in the industrial development of Footscray, including establishment as the company headquarters in 1934 and expansion in 1939. They represent the association with Frank Beaurepaire and his related group of businesses.

The design also demonstrates the Interwar Egyptian Revival style and other aesthetic and architectural characteristics. These are evident in the physical fabric identified in Section 5.5 Significance Plan.

These are the most important aspects of the significance because they are particular to this site. Of secondary significance are aspects which relate to factory development generally, such as demonstrating the key characteristics of factory layout and construction.

The aim of the conservation policy is to retain significance; therefore the rationale for the conservation policy is to:

1. Conserve the elements of the site which demonstrate the historic; social; and architectural significance; and

2. Conserve other elements to a sufficient degree to demonstrate more typical characteristics of factories.

Buildings and structures not identified on the Significance Plan (Section 5.5) are not of heritage significance and future demolition of these elements is acceptable. This is a redundant industrial site where the historic use as a tyre factory has ceased. There are also contamination issues which relate to the site.[89] It is the general approach of the conservation policy to avoid constraints on the clean-up and development of the non-significant sections of the site. An economically viable redevelopment of the balance of the site provides the maximum opportunity for careful conservation of the significant elements.

6.1.3 HERITAGE LISTINGS

City of Maribyrnong

Part of the site is individually listed in the Heritage Overlay in the City of Maribyrnong Planning Scheme. Council must be consulted and the relevant permits applied for in relation to all proposals for adaptations, alterations or new development of the fabric and setting.

Heritage Victoria

The site has been identified as being potentially of State significance and could be considered for inclusion in the Victorian Heritage Register. The state level of significance is border line and would be dependent on the assessment undertaken by Heritage Victoria.

6.2 BUILDING FABRIC

6.2.1 RETENTION OF CULTURAL SIGNIFICANCE

The significance assessment has identified two levels of significance; primary and contributory. Most of the elements identified as significant are of primary significance, with only a few elements of contributory significance (refer to the levels of significance listed in section 5.4).

For sections identified as being of primary significance, the existing form, structure and materials must be retained except where individual policies identify areas for adaptation. The areas identified as primary significance have a high level of intactness and there is little opportunity for change, however it is expected that some adaptation will be required to facilitate a new use.

The high level of intactness of the interior of the foyer to the administration building deems that finishes and fittings within the foyer should be preserved and maintained to a high level. The implication of this is the necessity for the use of specialist contractors to undertake any repair works to this area.

Where elements have been identified as contributory significance there is greater opportunity for change.

6.2.2 RECONSTRUCTION POLICY

Reconstruction of the place to a previous state or appearance is not required under the Conservation Management Plan.

[89] Pers. Comm. Paul Treloar, September 2004

However reversal of changes or removal of new elements installed since 1939 is encouraged if it reveals earlier detailing. This is because the architectural and aesthetic significance of the site relates to its interwar style.

Reconstruction of missing fabric should only be permitted where interpretation of the property would be considerably enhanced and the following conditions are met:

- this would not cause undue anachronism to its immediate context;
- there is appropriate documentary or physical evidence; and
- this accords with priorities outlined in this management plan.

Reconstruction of original elements and/or finishes should only occur if the precise original form can be determined. Materials used in reconstruction should be subtly distinguished from original materials, for example by inclusion of their date of construction.

Reconstruction should be a lesser priority than the retention and protection of original fabric and is not appropriate where the whole of an element/structure has been lost.

It is desirable to undertake the following to return the significant areas of the site to an earlier appearance:

- Reconstruct two lost fence pillars in their original locations to match the existing fence pillars;
- Uncover or reinstate original signage on the buildings that demonstrates the association with the Olympic Tyre and Rubber Company; and
- Reinstate the showroom as a single space.

Reinstatement of the following would be dependent on further information becoming available or further investigation of fabric to enable accurate reconstruction.

- Reinstate the original entry doors to the showroom on the south elevation; and
- Reinstate the original layout of the landscaping in front of the showroom.

Reconstruction is often undertaken using original drawings or early photographs. In the case of the Olympic Tyre and Rubber Factory two sketches from 1939 and 1951 have been found (Refer to Section 3.3 of this report) and no other early drawings and photographs.

In the absence of other supporting evidence, these sketches do not form sufficient basis for detailed reconstruction. The 1951 sketch is a bird's eye view, artist's impression of the site. It was probably done for promotional purposes and emphasis was not put on accurate architectural detailing. Proportions, for example the entry to the 1939 administration building and windows for the showroom and offices, are very inaccurate. Hence this 1951 drawing is not useful for reconstruction purposes.

The 1939 street front sketch by the architect J. Raymond Robinson provides more accurate architectural information. However it is an artistic sketch which is not such a reliable source as, for example, contract drawings for construction. However, it does indicate the architect's intentions for the site. This drawing could be used in conjunction with detailed physical analysis to establish some elements worthy of reconstruction. Also of great benefit is the input of people with a long standing connection to the site, such as Paul Treloar, Warren Dahlstrom, and Peter McGough. They may be able to attest whether the architect's intentions in relation to specific details were ever physically carried out at the site. It is also likely that future research may uncover other photographs or drawings.

6.2.3 ADAPTATION

Adaptability means the opportunity to modify a place to suit a new use. The degree of adaptability is dependent on the level of significance, intactness and the integrity of the building.

Intactness refers to the degree to which a place or object has been altered or has lost its significant fabric.

Integrity has to do with authenticity and the degree to which the original design or use can be discerned.

A low level of adaptability indicates that little change could occur before there was a negative impact on the significance of the building. A medium level of adaptability indicates that some changes could be made and a high level of adaptability indicates that a considerable amount of change could occur without negative impact on the significance of the building.

Adaptation is a conservation process that may involve the introduction of new services, new uses or changes to safeguard the place. Structural works, code requirements and provision of services are common areas where adaptation may be required.

Due to the high level of intactness of the building exteriors there is little opportunity for adaptation that will alter the building exteriors.

Only some interior areas have been identified as significant and where an interior has not been identified there is opportunity for adaptation.

Interior areas available for adaptation

In the case of the administration building, the foyer space and the exterior walls and structure need to be retained. The interior fittings and fixtures as well as internal floors can be removed in this section of the building as long as the alterations do not impact on the structure or exterior appearance of the building, including window openings and roof form. The interiors of the front offices can be adapted carefully to retain the sense of the volumes of these spaces and the timber panelling.

It is only the front walls of the 1934 office building (as shown on the figure in Section 5.5) that are of significance and while these walls and their exterior appearance should be protected during any works, the remainder of this building can be altered or demolished. Any future construction within this area should ensure that the remaining facade is not overwhelmed by later additions (refer to Section 6.4.2).

The interior of the gatehouse is also available for adaptation where changes will not impact on the exterior structure and appearance.

While the interior of the rear bay has been identified as significant, there is opportunity for adaptation within this space which retains the exposed structure (refer to Section 6.4.2).

Code Requirements

It may be necessary to apply for variations to current Building code requirements, or find creative ways to meet the requirements, where satisfaction of these might detrimentally impact upon the heritage fabric of the site. However it should be recognised that the code requirements are based on the provision of safety and equitable access for users of the place and that these aims must be met while minimising the heritage impact as much as possible.

Services

New services should as the first priority, utilise any existing access points under the floor and in the ceiling.

Modifications of all existing services etc, which are necessary for safety, are acceptable at this site.

The fire services located at the west end of the showroom will be decommissioned and removed by the Metropolitan Fire Brigade once the site is empty and no longer used for factory purposes.

With the provision of new services, the existing recent services, for example plumbing, heating, electrical fittings, should be altered to accommodate change rather than altering historic fabric. Particular care is required in the foyer area of the 1939 building as this interior has building fabric identified as significant.

In the showroom avoid making any new penetrations through the pressed metal ceiling. In the foyer of the administration building, avoid damage to the linoleum floor and the timber linings.

6.3 LANDSCAPE & SETTING

6.3.1 VIEWS

Views of the former Olympic Tyre Factory from Cross Street should be protected.

To protect the significant views, new development should be limited to those areas identified as available for development. Refer to Section 6.4.2.

There should be no new development within the front setback of the buildings from Cross Street, other than conservation works identified in this plan.

6.3.2 FENCES AND GARDEN BEDS

Fence

Conserve the existing interwar Egyptian Revival style fence pillars and the brick fence plinth. Although not shown with a fence infill between the pillars on the 1939 and 1951 sketches, the brick plinth provides evidence of an earlier fence in this location. If evidence of it can be found, it may be reinstated, if desired. Otherwise keep the fence infill between the pillars as a secondary visual element. This will be achieved by the following:

- A high degree of transparency;
- Overall height to be lower than the pillars; and
- Use of a simple contemporary design (not imitating the Interwar Egyptian Revival style).

The missing fence pillars can be reinstated, if desired. Oral evidence[90] supports the fact that they were in place as shown on the 1939 sketch until relatively recently.

[90] Pers. Comm. Warren Dahlstrom, South Pacific Tyres, October 2004

If required a security gate could be installed between the showroom/factory bay and the 1939 administration building, or the gatehouse and 1939 administration building. This gate should not be forward of the gatehouse. A gate in this location should have a high level of transparency so views of the driveway are not obstructed. If the gate is attached to significant fabric, it should be attached in such a way that it could be removed with minimal damage to the significant fabric.

Garden Beds

The garden beds directly in front of the showroom do not appear to be original as indicated by the recent edging and that they are not mentioned in early descriptions of the site. They also extend across areas that are believed to have originally been openings. As a result they are not believed to be significant and removal is encouraged to return this area to an earlier appearance.

Physical investigation suggests that the brick lined drains may have been the original boundary edging to garden beds behind the Egyptian Revival style fence. It is likely that garden beds were located to define the pedestrian and car entires to the show room and to define the driveway in front of the showroom. The existing stone edging to the garden beds and the current layout does not appear to be original. It is desirable to reinstate the garden beds in this area to the original layout and detailing, however further historical evidence is required to establish the original garden bed layout before any reconstruction can be undertaken. Removal of the later garden beds may reveal further evidence of the original garden beds. The description of the factory opening in 1934 described the front as follows:

> *'the building line is well set back from the street, and spacious lawns front the premises'*[91]*.*

This indicates that the garden beds in this front area consisted of lawn only. Therefore these garden beds should remain as such.

The style and detailing to the garden beds and lawn areas in front of the 1939 administration building, either side of the entry suggest a late 1930s – 1940s date of construction. If this is the case, they would have been constructed at the same time or soon after the completion of the 1939 administration building and are important in retaining the original appearance of the site. These garden beds should be retained and conserved unless further evidence suggests a different appearance within this area.

Generally retain significant lawn and open areas in the front setback of the factory without garden beds, low shrubs or other major plantings. In the absence of a particular planting scheme, the advice of a landscape designer should be sort to provide an appropriate garden design for an inter-war factory.

6.3.3 CAR PARKING

Short term car parking can continue to be provided in front of the showroom. It is desirable that the parking opposite the factory (presumably in a railway reserve) is continued. This is shown (in an unrealistic expanded form) in the 1951 sketch.

This parking provides a tangible link between the factory and the railway station which historically was important in its establishment on this site in Footscray. Any other car parking required for future use should be located so that it does not visually detract from the presentation of the site to Cross Street.

[91] *Age*, 2 June 1934.

6.4 FUTURE DEVELOPMENT

6.4.1 ALTERATIONS

The degree of alteration, which is appropriate, is directly related to the significance of the place and individual elements. Areas identified as being of high significance have the tightest controls on change. In general, the significant areas of the site have a high degree of integrity and significance therefore there is a low opportunity for alteration.

Any alterations / adaptations of existing buildings of heritage value must only be permitted where they demonstrate a contribution to the viable and sustainable use of those buildings. The degree of alteration must consider the relative integrity of the building and its setting, the sustainability of its use and the retention of its cultural values.

Adaptations introducing new materials or design should be done in a simple contemporary manner not by falsely recreating the appearance of age. They should be done in a manner sympathetic to the existing significant fabric but should involve design excellence and innovation.

6.4.2 NEW DEVELOPMENT

Development of new structures is permitted on this site provided that new structures are:

- sited in locations to avoid detrimental impact on the historic fabric identified as being of significance;
- sited so as to retain significant views to the site from Cross Street; and
- sited so as not to impact on open spaces and landscape areas identified as important.

Generally the sections not identified as being significant on the site are available for new building development. This includes directly behind the significant facade of the 1934 office building.

Proposed new buildings must not render the existing buildings of heritage value redundant and it must be demonstrated that any functional requirements for new buildings cannot be appropriately accommodated within the existing buildings.

New design should require minimal change to the significant buildings and landscaping on the site.

New design should not replicate the appearance of the significant buildings. Good contemporary design that respects the character of the site and does not dominate significant aspects of the site is encouraged.

No new buildings should be constructed within areas of land that have been identified as significant. The exception to this is the land north and east of the 1939 administration building where guidelines have been provided in the following section.

In assessing any new development proposal for the site, the impact of development on views from Cross Street should be subservient to the dominance of the historic elements. View line diagrams to scale should be prepared to allow accurate assessment.

6.4.3 ALTERATION & DEVELOPMENT POLICIES FOR INDIVIDUAL AREAS OF THE SITE

1934 office building

The front facade to the extent shown on the Section 5.5 Significance plan should be retained. The rhythm of openings to masonry is important to the design and should not be altered. Some window openings (refer to Photo 3, Appendix 2) have been extended downwards. This may be acceptable in other parts of this facade. The iron window frames to windows in this facade are corroding and causing cracking in the masonry. These windows may require replacement if corrosion treatment is unsuccessful. This is acceptable if the replacement windows reflect the patterning of the existing windows. Replacement windows would also give an opportunity to provide double glazing to this facade which would provide better blocking out of train noise.

The loading dock is an area available for adaptation. For example new openings could be installed and the remainder of the area glazed in. Any changes to this loading bay should provide reference to the original scale of the opening, by use of a different material for the opening area for example. There is currently a brick border framing this opening and this should be retained to indicate the extent of the original opening.

The interior of this building does not have significance and can be altered or demolished. Demolition could be for part or for the entire structure behind the significant facade. In relation to protection and stabilisation of the significant facade during this demolition, an engineer should be engaged to design the propping requirements which would be different for each level of demolition. Retention of the facade and demolition of the entire structure behind would be possible but would require a high level of propping. The cost of this propping would need to be weighed up against the benefits of full demolition. Note also that planning permits would be required for propping to the Cross Street exterior.

The roofline of this building is already irregular with elements extending higher than the parapet line. Additional storeys could be added to this building provided that they are set back by at least two metres from any point of the significant facade. It is important to retain the dominance of the historic silhouette of the facade.

No new development should be permitted in the land identified on the Section 5.5 Significance Plan to the west of this building. This should be retained as an open space so that the curved corner of the facade can be appreciated as well as the original extent of the site.

1934 showroom

The exterior form and appearance of this showroom should be retained and conserved. No additions should be made to the exterior of this building.

It is preferable to retain the interior of this building as a single space. If this is not practicable for re-use of the building, removable interior partitions can be provided. The partitions should not extend or attach to the pressed metal ceiling and should only attach to the walls and floor.

A new corrugated roof material could replace the existing roof cladding when required.

Further investigation of the south wall openings as seen in the 1939 Architect's Perspective in Section 3.3 should be undertaken to determine whether these can be reinstated. It is unknown whether the existing windows on the south facade are original. Further investigation should be undertaken into these to determine whether changes would be appropriate.

It is suspected that the original signage on this building still exists under the current South Pacific Tyres sign on the parapet. This more recent signage should be removed to reveal the original signage and conservation works undertaken to the signage as required returning it to its original appearance. The original signage to the water tank should also be revealed or reinstated.

1939 administration building

There should be no additions to the south or west of this building but additions can be undertaken on the north and east sides of this building.

No new development should occur on the east side within the dark shaded area as shown on the Conservation Policy Plan in Section 6.5 of this report.

Additions on the north and east sides should not be built directly against these walls, but provided with a link between the two buildings. The link should be of a form and materials that clearly distinguishes the extent of the original building from new additions. Existing openings should be utilised to provide the link to a new addition as a preference to new openings being provided.

New development on the north and east sides should be sympathetic to the existing 1939 building and should not overwhelm or obscure the significant exterior. Development within the shaded area should be no taller than the existing height of the 1939 administration building.

The foyer interior should be retained and conserved. Specialist contractors will be required to undertake repair works to interior fittings and fixtures.

The interior of this building behind the front foyer and office is not significant and interior structure including the floors and partitions can be removed and this space redeveloped.

A further floor could be added to this building set behind the foyer space and set in from the sides of the building.

The time capsule located under the central Olympic insignia should be removed and relocated to the South Pacific Tyres site at Somerton. Relocation to this site will enable the capsule to retain the Olympic Tyre and Rubber Company association (South Pacific Tyres is a direct derivative of this company). Time capsules from other former Olympic company sites have also been relocated to Somerton. The capsule should be removed unopened with the central insignia retained intact also.

Workshop Bay

The interior of this building is available for adaptation and new development provided it does not impact on the significant exterior fabric and structure of the building.

While new divisions can be inserted, sufficient spaces or transparency around new interior development should be available to demonstrate the scale and character of the industrial interior of the building.

New building fabric and spaces should be contemporary in detailing, able to be removed without damaging historic fabric, and should retain the visibility of structural elements.

The exterior cladding to this bay can be replaced with new material as required. New cladding does not need to match the original but should retain the material type/texture. For example a corrugated material should be used where corrugated iron or asbestos has been used and masonry should be used where bricks are located.

There are no stipulations as to the type of material to be used on the north side of the bay but new cladding should be distinguishable as a later alteration.

Where new interior structural elements are required, the original structure should be retained and new members added (as long as compliance with regulations can be met) rather than altering the existing structure.

The glazed louvre cladding to the saw tooth can be replaced with new glazing to the extent of the original. Louvres can be replaced with new glazing more suitable to a new use. Any new glazing should be clear and not tinted.

The saw tooth roof form and structure should be retained and conserved so there is no opportunity for additional levels.

Gatehouse

The exterior of this building should be retained and conserved. The more recent guttering on this building detracts from its appearance. It is desirable to replace this guttering to be more in keeping with the style and age of the building. It is more likely that quad profile guttering was used originally.

Rear of site (behind the significant sections)

Development in this area of the site could be visible from Cross Street, but should not overwhelm or dominate views of the significant front buildings and landscaping as seen from Cross Street. As a result higher buildings should be set well back behind the significant buildings. Any development to this area should be clearly separate from the significant factory buildings and distinguishable as a later development but sympathetic in design.

West side of the site

Buildings on this side can be constructed in line with the 1934 office building facade on Cross Street. The front section of these buildings should be no higher than the existing facade of the office building. Higher structures can be provided if set behind the front line of the showroom.

East side of site

New development should not be set forward of the 1939 administration building. The front section of these buildings should not be taller than the administration building. Buildings above the height of the administration building could be provided if set behind the front line of the showroom.

6.4.4 NEW LANDSCAPING

The introduction of new landscaping could occur to areas outside the areas that have been identified as significant.

Any new landscaping must retain the industrial feel and setting of the site.

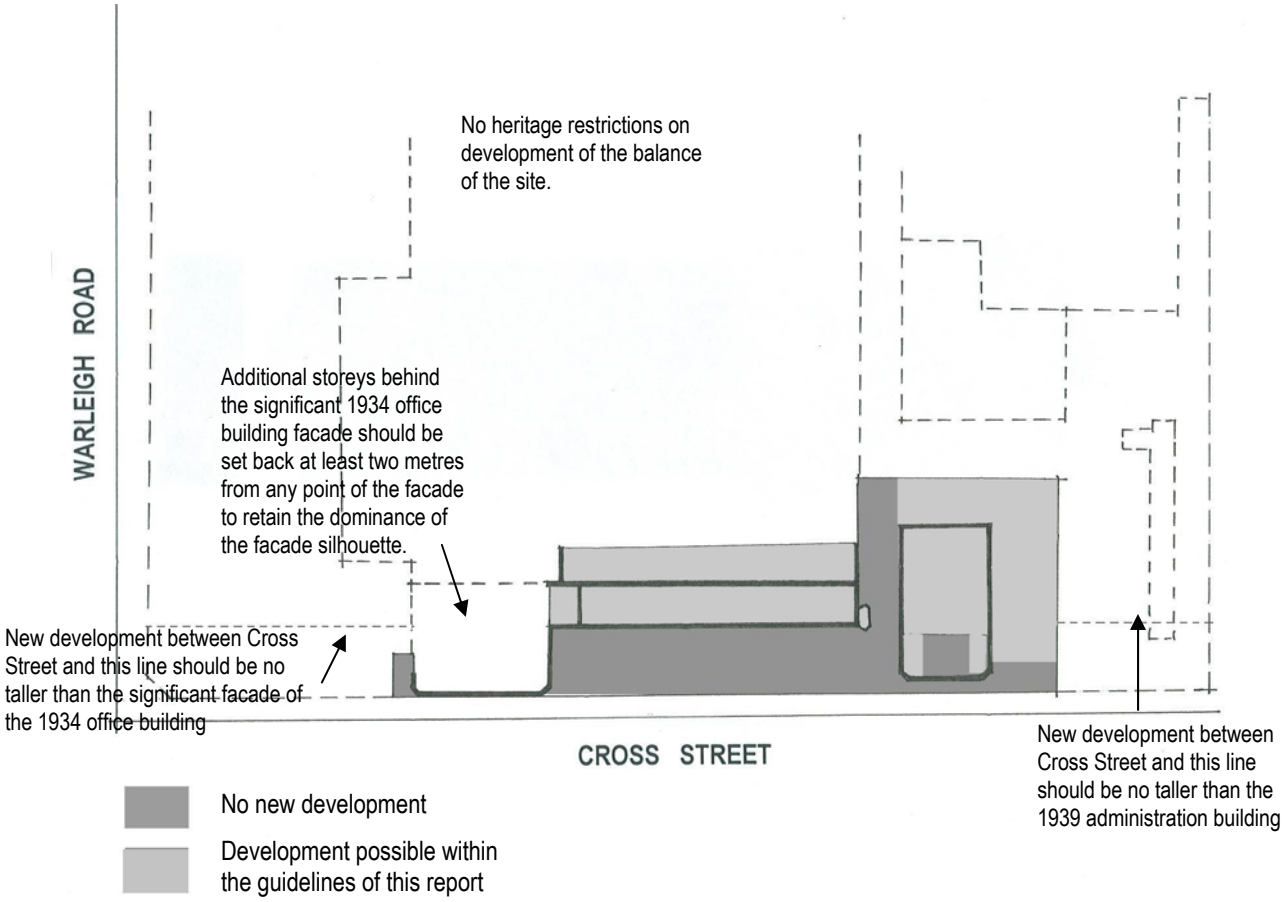
6.4.5 LIGHTING AND SIGNAGE

Only use signs where necessary. In general signs should:

- Not dominate or obscure original *Olympic* signage;
- Not detract from the significance of the place;
- Not obstruct views to the site from Cross Street; and
- Should not obscure significant aspects; and only be attached to historic elements in such a way that it does not damage significant fabric of the element.

Lighting provided in the significant areas should have an industrial feel and be contemporary in design to distinguish it as a later addition.

6.5 CONSERVATION POLICY PLAN



6.6 FUTURE USE

The factory site is currently being vacated by South Pacific Tyres and the company has no further use for the site.

The former Olympic Tyre & Rubber Company should be occupied for compatible uses[92] on a continuous basis to protect and maintain the cultural values of the remaining significant fabric. Without use there is a greater risk of vandalism and the place falling into disrepair.

With most of the site available for adaptation there are numerous options for re-use of the site.

A range of uses, including but not limited to residential, educational, recreational, industrial and hospitality may be appropriate at the site. A combination of uses would also be appropriate for the site.

The front significant buildings should be utilised to enhance and promote use of the site. For any new uses to be accommodated, initial conservation works are required for these buildings.

It is desirable that the use of the former Olympic Tyre and Rubber Factory offers opportunities for the public to appreciate its heritage significance. For example, the foyer of the 1939 administration building may have a public function as a reception area and include displays about the history of the site.

6.7 MOVEABLE OBJECTS

The time capsule located under the foyer floor of the 1939 administration building should be removed upon sale of the site and should be relocated to the South Pacific Tyre company headquarters. The ongoing association with the *Olympic* company is more important than the association with the actual site.

Significant machinery on the site was removed prior to undertaking this study. Significant machinery removed from the site is held by Museum Victoria and photographs of the machinery can be viewed on the Picture Australia website: www.pictureaustralia.org

6.8 MANAGEMENT

6.8.1 CONSERVATION WORKS & MAINTENANCE

Management of the site should recognise that the former Olympic Tyre and Rubber Company will require initial conservation works, including stabilisation of materials and interpretation, some redevelopment works, as well as cyclical and ongoing maintenance.

After initial conservation works and development, there is a need for ongoing commitment to the conservation of the site.

A maintenance plan should be created which specifies cycles of inspection and maintenance, and procedures for maintenance and repair. Section 7 of this report provides a starting point for this plan.

Essential to the conservation of the site is a financial plan with specific provisions for ongoing maintenance and conservation. The financial plan should also address future sources of grants,

[92] Refer to Appendix 1, *Burra Charter*, Article 1.11

low interest loans and tax relief (dependent on government policy at the time) that may be available for conservation work or associated with a particular use of the site, such as one which is community based.

6.8.2 SECURITY

The owners are responsible for the security of the site. The best form of security is to have occupants on the site.

6.8.3 PLANNING FOR DISASTER

Disaster planning for protection of significant historic elements of the site should be included as part of the overall management of the site. Fire and storm are possible disaster sources. Appropriate methods of fire detection, containment and fire fighting should be devised which will both protect people and ensure the survival of the historic fabric.

A plan for retrieval and appropriate storage of materials immediately after a disaster should be devised and held off site with a complete set of plans and photographs of the site.

The following outlines the initial steps to be undertaken in the case of destruction or damage (including fire, flood, hail etc):

Secure the site, and by preliminary technical inspection, identify any perceived imminent hazard, risk or threat. In particular, this action should:

- protect the site from persons hunting for remnants and souvenirs;
- in cases where the preliminary inspection identifies some parts of the former factory that are not stable and will require removal or stabilisation, safety to people is the primary consideration. In circumstances where the significant structure is able to be stabilised and there may be an option to rebuild the structure using existing materials or stabilised and strengthened fabric then removal of any fabric should await further assessment.
- Photographically record the interior and exterior of the significant buildings and landscaping.
- Undertake heritage site assessment(s) of the remaining fabric, including consideration of options for reconstruction, adaptation and ruin stabilisation potential.
- Salvage significant historic fabric and artefacts and arrange for their suitable storage. Salvaged items may be able to be re-used in restoration works, or for future interpretation of the site.

6.9 INTERPRETATION

Interpretation is important to this site; however, it should be undertaken as an integral part of the use of the site. The restoration/reconstruction of the property or its establishment as a museum is not required for interpretation to be successfully achieved.

Listed below are some points which have arisen from the conservation analysis with regard to interpretation. An interpretation plan should be prepared for the site as part of any redevelopment proposal. The Interpretation Plan should provide appropriate interpretive methods and techniques to assist public access and appreciation of the place's significance.

An interior space should be set aside to contain interpretation material. The most appropriate area for this would be in the foyer of the 1939 administration building.

Provision of interpretation within the front garden/lawn area is also desirable. This would provide information to the public regardless of whether there was public access to the buildings or not.

The original extent and appearance of the site should be demonstrated in some form. South Pacific Tyres holds video footage of the working factory. This footage should be utilised in any interpretation planned for the site.

Interpretation on the site must record the current condition of the buildings prior to any conservation, demolition or development works.

Interpretation on the site should demonstrate that the site is of significance to Victoria and the range of its values.

Interpretation and appreciation of the cultural significance of the former factory is best achieved by the maintenance of the significant fabric of the site.

Interpretation should, at a minimum, cover those areas identified as significant in the statement of significance including:

- The unusual nature and style of the front buildings;
- The association with the Olympic Tyre and Rubber Company;
- The association with Sir Frank Beaurepaire; and
- The importance of the factory in the industrial development of Footscray.

6.10 FURTHER INVESTIGATION & RESEARCH

Further physical and historical investigation is required to determine the original exterior appearance of the showroom and landscaping in the front setback of the factory. An article in the local paper may bring forward people with oral histories or early photographs from the site. This information would provide more accuracy for conservation and reinstatement works. The further investigation should form part of the decision-making process for changes proposed to significant parts of the site.

6.11 ADOPTION & REVIEW

A formal request should be made to the City of Maribyrnong to review the listing of this place, adopting the Statement of Significance and suggested Extent provided with this report. The proposed extent suggested in this report is different from that currently included in the Maribyrnong Planning Scheme heritage overlay. Alteration to the extent would therefore need to form part of a planning scheme amendment.

A formal request should be made to Maribyrnong City Council to include this report as an incorporated document in the heritage overlay schedule relating to this site.

A copy of this Conservation Management Plan, and any updates, should be kept in permanent archive by the owners. A copy should also be kept as a readily accessible document for those responsible for making decisions or carrying out works on the site. Copies should also be held by the City of Maribyrnong and lodged in the State Library of Victoria. South Pacific Tyres should retain a copy after divestment of the site.

The implications of this Conservation Management Plan, and its updates, should be considered in all future decisions for conservation or development actions. All changes should be

adequately documented in records held by the City of Maribyrnong. The recommendations of the Management Plan should be regularly reassessed every five years and any urgent or priority actions identified.

7.0 MANAGEMENT PLAN

7.1 CONSERVATION WORKS APPROACHES

7.1.1 RETRIEVAL & STORAGE OF FALLEN & DETACHED FABRIC

In all cases material which has become detached from the building or garden, either in the past or as a result of a new event such as a windstorm or impact, should be re-fixed in place immediately if this can be achieved easily. This is particularly important where leaving the fabric detached will allow damage to other exposed parts of the fabric, such as when a roof tile slips or is damaged, or when further collapse is likely to occur as a result of loss of structural integrity.

In cases where further damage is not likely to occur, and where reattachment/repair is not simple, the appropriate conservation approach should be investigated before the repair works are undertaken.

Any fabric which is not reattached immediately should be clearly labelled in two positions with its source and stored in an agreed place until conservation works are undertaken in that area.

7.1.2 STRUCTURAL ASSESSMENT

An engineer experienced in working with heritage buildings should be employed to assess the structural integrity of all significant buildings. Rectification works should be undertaken as described by the engineer.

NOTE: While a full condition assessment did not form part of the brief for this project, cracks were identified in the front facade of the showroom and in the brickwork of the 1934 office building associated with corrosion of the iron windows.

Floor to the 1939 administration building

The ground floor to this building is uneven due to ground movement under the building. This only seems to have affected the area behind the foyer. Repair of this floor and restumping should only take place when the future use of this area of the building is known. The likely source of damage is moisture penetration. It is also believed that a basement exists under the building but the access point is unknown.[93]

7.1.3 STORMWATER

The stormwater system needs to be assessed to ensure that water is being moved away from the buildings.

[93] Pers. Comm. Paul Treloar, October 2004.

7.1.4 PLUMBING

A full review of the existing plumbing is required. This will ensure that there is not a piecemeal approach to providing plumbing. Existing access points should be used prior to making new access openings.

7.1.5 ELECTRICAL

Rewiring is an urgent matter as electrical fire is the most obvious threat to loss of significant fabric. A full review of the existing wiring is required, and necessary rewiring should be undertaken as a priority.

7.1.6 ROOFING

The roofing and roof plumbing are particularly vital elements of any heritage building, as their failure, whether catastrophic or by ongoing leakage, has major consequences for the fabric of the rest of the building.

The roof to the 1934 buildings (office building, showroom and factory bay) is corrugated iron. The roof of the 1939 administration building is ceramic tiles.

Regardless of whether future demolition is proposed, a detailed survey of the condition of all of the roofing elements should be undertaken. Repairs should be undertaken as recommended by the survey.

7.1.7 BRICKWORK

STRUCTURAL MOVEMENT

As part of the conservation works for the buildings, a full assessment should be made of the extent and severity of the structural problems to the significant buildings. The assessment should be a collaboration of conservation architects and engineers. Cracking should be systematically identified and categorised based on the following criteria:

- Scale and type of cracking, from hairline through to likely to collapse.
- Whether the crack is subject to cyclic opening and closing.
- Likelihood of adverse impact on valuable heritage fabric.

RISING DAMP

Rising damp is often a problem in masonry heritage buildings. This can be revealed by interior inspection of the building where damp is showing on interior walls.

There are a number of simple measures which should be applied to the building to reduce the sources of rising damp which can damage mortar joints, floor structure and internal plaster, timberwork and finishes.

The most important available strategy for combating rising damp is to reduce the amount of moisture available for uptake by the walls. This can be achieved by the following means:

- Reduction of wetting of the walls and surrounding soil. Garden sprinkler systems are a common cause of excessive moisture in the vicinity of the wall bases. It is not known if any watering system exists for the lawns on Cross Street.
- Removal of accumulated soil from the base of walls.
- Grading away of ground from the base of walls to take surface runoff away from the wall.
- Any original sub-floor vents should be exposed as fully as possible.
- Investigation of the 1939 administration building subfloor (possible basement) is the highest priority.

7.1.8 TIMBERWORK

EXTERNAL TIMBERWORK

This includes fascias, barges, eaves, doors and windows. A detailed survey of the condition of all of the external timber elements of the buildings of significance should be undertaken.

Where damage to timber has resulted from poor roof drainage, repairs to roof elements should take place before the timber is repaired.

All original and early door and window furniture should be retained and repaired where possible. If replacements are necessary they should match the originals.

INTERNAL TIMBERWORK

The timber panelling in the 1939 administration building foyer is significant and special care should be taken in repairing these elements. Experienced and skilled tradesmen are required for this work. Where panels are damaged by moisture, the joinery should be carefully dismantled and panels reinforced and patched up.

Where skirtings and architraves are damaged by rising damp, components may be replaced in full lengths of copied moulding.

STRUCTURAL TIMBERS

Repairs to failing structural timbers such as in the saw tooth factory bay can be made by backing up the original with a new member and leaving the original in place.

7.1.9 METAL & IRON WORK

IRON WINDOWS

There are a number of iron windows in the 1934 office and showroom buildings. These windows are beginning to corrode which is causing cracking to brickwork. These windows are significant fabric and should be treated for rust and repainted or if beyond repair replaced to match the form and appearance of the originals. Replacement windows could incorporate double glazing and still match the original appearance.

METAL LOUVRE WINDOWS

The metal framed louvre windows which are part of the significant factory bay and form a backdrop to the showroom facade appear to be in poor condition and require assessment. If beyond repair these windows can be replaced by more durable metal framed glazing that retains the extent and appearance of the existing glazing. Note: this does not necessarily require replacement with louvres.

STEEL LINTELS

Check the condition of lintels above openings where moisture may have led to corrosion of steel lintels. Replacement of lintels may be required or clean back rust and paint with corrosion inhibitor and fix source of moisture penetration.

7.1.10 PAINTING

EXTERNAL PAINTWORK

A paint colour analysis should be undertaken on all components of exterior paintwork to determine the original colour scheme.

External paintwork to timberwork should be maintained to prevent deterioration of timber members.

Retain face brick appearance to buildings, where they have historically remained unpainted.

7.1.11 RENDER & PLASTER

The exterior of the showroom is rendered brickwork. Any repairs to this render must take place after structural repairs have been undertaken. Render repair work should be undertaken with a render to match the strength and texture of the original render.

7.1.12 INTERNAL FITTINGS & FIXTURES

There are a number of interior decorative features within the buildings that will require specialist conservation advice and works. The types of interior decoration identified requiring specialist advice include:

- The pressed metal ceiling in the showroom;
- The linoleum floor to the 1939 administration building foyer; and
- Timber panelling to the 1939 administration building foyer.

7.1.13 PHOTOGRAPHIC RECORDS

Before any demolition or change takes place on the significant sections of this site, a record of existing conditions should be prepared. This should be in the form of a photographic record. The method for recording the buildings is an important aspect of implementation of this Management Plan and should be undertaken in accordance with the following guidelines.

Aim

The aim of producing a photographic record is to produce an accurate record of the place, building, part of a building or object prior to major alterations, removal or demolition.

Photographs

Generally these are to be black and white, of professional quality and archivally processed.

Size

Minimum size of prints is 10cm x 15 cm up to a maximum of A4. Negatives can be of any size.

Number

There must be a sufficient number of photographs to fully describe the place, building, part of a building or object for which a photographic record has been required. Details of particular features such as special decorative elements should be fully recorded.

Key plans

The photographic record shall include a plan or plans indicating the direction in which the photographs were taken. The positions, with a directions arrow, should be numbered and cross-referenced to the photographs.

Additional information required

1. North point on plans and site plans
2. Date of production of record
3. Photographer
4. Title of place and building.

7.2 PRIORITIES FOR CONSERVATION WORKS

7.2.1 ASSESSMENTS

Due to the differing nature of the buildings and the unknown aspect of some of the repair/maintenance issues affecting the buildings, in the initial stages a number of surveys/assessments are required as a priority as follows:

- Structural assessment by an engineer experienced with heritage buildings;
- Roof survey;
- Rising damp and brickwork assessment and recommendations;
- Assessment of stormwater condition and requirements;
- Assessment of condition of electrical wiring and requirements;
- Assessment of condition of plumbing and requirements; and
- Full inspection of the interior of the buildings for damage from rising or falling damp.

These assessments should provide a prioritised schedule of recommended works to enable decisions to be made on allocation of resources.

7.2.2 HIGH PRIORITY WORKS

Important works are required to some areas of the buildings before a routine repair and maintenance plan can be put in place and effective. These major works are as follows:

- Urgent structural repairs as recommended by the structural assessment;
- Clearing of vents, grading away of soil and removal of garden beds against the base of walls;
- Electrical rewiring and upgrade where recommended by assessment;
- Stormwater repairs and upgrade where recommended by assessment;
- Plumbing repairs and upgrade where recommended by assessment;
- Brickwork repairs; and
- Roof repairs.

7.2.3 MEDIUM PRIORITY WORKS

Most of the following works are listed as medium priority as they should not be undertaken until the above high priority works has been completed. These are:

- Treatment or replacement of iron windows and steel lintels; and
- Repairs to exterior render to the showroom.

7.2.4 LOW PRIORITY WORKS

These works are generally returning an element to its original appearance, rather than being repair work to prevent deterioration or loss of significant fabric. They are:

- Reconstruct two lost fence pillars in their original locations to match the existing fence pillars;
- Uncover or reinstate original signage on the buildings that demonstrates the association with the Olympic Tyre and Rubber Company;
- Reinstate the showroom as a single space;
- Reinstate the original entry doors to the showroom on the south elevation; and
- Reinstate the original layout of the landscaping in front of the showroom.

7.3 MAINTENANCE

Once initial high priority conservation works are undertaken a conservation based maintenance schedule should be devised and systems put in place, to ensure that both routine maintenance (e.g. regular cleaning of rainwater equipment) and long term maintenance (e.g. painting) is carried out at appropriate intervals. The schedule should take into account priorities in maintenance based on the relative heritage values of different parts of the building and garden. This will enable decisions to be made on allocation of resources where resources are limited. This maintenance schedule should include but not be limited to the following items:

Monthly
- Removal of debris from gutters.

Quarterly
- Checking and clearing of downpipes and stormwater drainage
- Checking of roof
- Spot repairs to paint-work

Yearly
- Minor repairs to external timberwork
- Minor roof repairs

7 - 10 Years
- Repainting of all external paintwork

8.0 SELECT BIBLIOGRAPHY

SELECTED PRIMARY SOURCES

Public Records Office of Victoria (PROV)

The Olympic Tyre & Rubber Company Pty Ltd. Defunct Company Papers. VPRS 932/P1, Unit 473; VPRS 932/P, Unit 3983. (These records cover the years 1936-1978.)

SELECTED BOOKS, ARTICLES, REPORTS

Age, 2 June 1934.

Allen, Cheryl, Ansell Rubber, legal department, pers. comm.

Allen, Cheryl, Ansell Rubber, Richmond (legal dept.) pers. comm.

Argus, 9 November 1939; Argus Index, 1933-1940.

Australian Dictionary of Biography (ADB), Vol. 7, pp.236, 237.

Beaurepaire, Derek (1996), 'Alpha and Omega'. Draft History of the Olympic Group of Companies. 1922-1980, with abridged version. (Copy held by Melbourne University Archives , Beaurepaire Records, Acc.96).

Catrice, D. and Summerton, M. *The Motor Garage & Service Station in Victoria: A Survey*. National Estates Grants Programme report prepared for Heritage Victoria, Melbourne, 1997.

Footscray Advertiser, 1933-1940.

Footscray Conservation Study (1984), Graeme Butler.

Footscray Historical Society, pers. comm.

Ford, Olwen (2001), *Harvester Town.* The History of Sunshine, 1890-1925.

Ford ,Olwyn (2002), Submission on Sunshine Harvester buildings prepared for Heritage Victoria, Melb..

Lack, John (1991), *A History of Footscray.*

Lewis, MBL. (1991). *Victorian Churches.*

Maribyrnong Heritage Review, Industrial Places (2000), Jill Barnard, Graeme Butler, Francine Gilfedder & Gary Vines.

McGough, Peter, pers. comm. Information about architectural drawings and photographs of the Olympic Tyre buildings, now held in storage.

McLean, John, pers. comm.

Melbourne University Archives, information about Beaurepaire records, including unpublished history by Derek Beaurepaire.

Navaretti, Peter, pers. comm. and *Index to 20th century buildings.*

Royal Victorian Institute of Architects Journal (RVIAJ), 1933-1940.

Skinner, Joan S. *Form and fancy: factories and factory buildings by Wallis, Gilbert & Partners, 1916 – 1939*, Liverpool University Press, Liverpool, 1997.

South Pacific Tyres, *ESA Report,* Site Identification, Background Information (9 June 2004), IT Environmental.

SELECTED MAPS & PLANS

(These plans were supplied by South Pacific Tyres.)

Title drawings of the site, former Olympic Tyre & Rubber Company, (four A3 plans).

Site plan showing floor plan of the buildings, (one A3 plan).

APPENDICES

APPENDIX 1 – *AUSTRALIA ICOMOS BURRA CHARTER*

Preamble

Considering the International Charter for the Conservation and Restoration of Monuments and Sites (Venice 1964), and the Resolutions of the 5th General Assembly of the International Council on Monuments and Sites (ICOMOS) (Moscow 1978), the Burra Charter was adopted by Australia ICOMOS (the Australian National Committee of ICOMOS) on 19 August 1979 at Burra, South Australia. Revisions were adopted on 23 February 1981, 23 April 1988 and 26 November 1999.

The Burra Charter provides guidance for the conservation and management of places of cultural significance (cultural heritage places), and is based on the knowledge and experience of Australia ICOMOS members.

Conservation is an integral part of the management of places of cultural significance and is an ongoing responsibility.

Who is the Charter for?

The Charter sets a standard of practice for those who provide advice, make decisions about, or undertake works to places of cultural significance, including owners, managers and custodians.

Using the Charter

The Charter should be read as a whole. Many articles are interdependent. Articles in the Conservation Principles section are often further developed in the Conservation Processes and Conservation Practice sections. Headings have been included for ease of reading but do not form part of the Charter.

The Charter is self-contained, but aspects of its use and application are further explained in the following Australia ICOMOS documents:

• Guidelines to the Burra Charter: Cultural Significance;

• Guidelines to the Burra Charter: Conservation Policy;

• Guidelines to the Burra Charter: Procedures for Undertaking Studies and Reports;

• Code on the Ethics of Coexistence in Conserving Significant Places.

What places does the Charter apply to?

The Charter can be applied to all types of places of cultural significance including natural, indigenous and historic places with cultural values.

The standards of other organisations may also be relevant. These include the Australian Natural Heritage Charter and the Draft Guidelines for the Protection, Management and Use of Aboriginal and Torres Strait Islander Cultural Heritage Places.

Why conserve?

Places of cultural significance enrich people's lives, often providing a deep and inspirational sense of connection to community and landscape, to the past and to lived experiences. They are historical records, that are important as tangible expressions of Australian identity and experience. Places of cultural significance

reflect the diversity of our communities, telling us about who we are and the past that has formed us and the Australian landscape. They are irreplaceable and precious.

These places of cultural significance must be conserved for present and future generations.

The Burra Charter advocates a cautious approach to change: do as much as necessary to care for the place and to make it useable, but otherwise change it as little as possible so that its cultural significance is retained.

Article 1 Definitions

For the purpose of this Charter:

1.1 *Place* means site, area, land, landscape, building or other work, group of buildings or other works, and may include components, contents, spaces and views.

1.2 *Cultural significance* means aesthetic, historic, scientific, social or spiritual value for past, present or future generations.

Cultural significance is embodied in the *place* itself, its *fabric*, *setting*, *use*, *associations*, *meanings*, records, *related places* and *related objects*.

Places may have a range of values for different individuals or groups.

1.3 *Fabric* means all the physical material of the *place* including components, fixtures, contents, and objects.

1.4 *Conservation* means all the processes of looking after a *place* so as to retain its *cultural significance*.

1.5 *Maintenance* means the continuous protective care of the *fabric* and *setting* of a *place*, and is to be distinguished from repair. Repair involves *restoration* or *reconstruction*.

1.6 *Preservation* means maintaining the *fabric* of a *place* in its existing state and retarding deterioration.

1.7 *Restoration* means returning the existing *fabric* of a *place* to a known earlier state by removing accretions or by reassembling existing components without the introduction of new material.

1.8 *Reconstruction* means returning a *place* to a known earlier state and is distinguished from *restoration* by the introduction of new material into the *fabric*.

1.9 *Adaptation* means modifying a *place* to suit the existing *use* or a proposed use.

1.10 *Use* means the functions of a place, as well as the activities and practices that may occur at the place.

1.11 *Compatible use* means a *use* which respects the *cultural significance* of a *place*. Such a use involves no, or minimal, impact on cultural significance.

1.12 *Setting* means the area around a *place*, which may include the visual

catchment.

1.13 *Related place* means a *place* that contributes to the *cultural significance* of another place.

1.14 *Related object* means an object that contributes to the *cultural significance* of a *place* but is not at the place.

1.15 *Associations* mean the special connections that exist between people and a *place*.

1.16 *Meanings* denote what a *place* signifies, indicates, evokes or expresses.

1.17 *Interpretation* means all the ways of presenting the *cultural significance* of a *place*.

Conservation Principles

Article 2 Conservation and management

2.1 *Places* of *cultural significance* should be conserved.

2.2 The aim of *conservation* is to retain the *cultural significance* of a *place*.

2.3 *Conservation* is an integral part of good management of *places* of *cultural significance*.

2.4 *Places* of *cultural significance* should be safeguarded and not put at risk or left in a vulnerable state.

Article 3 Cautious approach

3.1 *Conservation* is based on a respect for the existing *fabric*, *use*, *associations* and *meanings*. It requires a cautious approach of changing as much as necessary but as little as possible.

3.2 Changes to a *place* should not distort the physical or other evidence it provides, nor be based on conjecture.

Article 4 Knowledge, skills and techniques

4.1 *Conservation* should make use of all the knowledge, skills and disciplines which can contribute to the study and care of the *place*.

4.2 Traditional techniques and materials are preferred for the *conservation* of significant *fabric*. In some circumstances modern techniques and materials which offer substantial conservation benefits may be appropriate.

Article 5 Values

5.1 *Conservation* of a *place* should identify and take into consideration all aspects of cultural and natural significance without unwarranted emphasis on any one value at the expense of others.

5.2 Relative degrees of *cultural significance* may lead to different *conservation* actions at a place.

Article 6 Burra Charter Process

6.1 The *cultural significance* of a *place* and other issues affecting its future are best understood by a sequence of collecting and analysing information before making decisions. Understanding cultural significance comes first, then development of policy and finally management of the place in accordance with the policy.

6.2 The policy for managing a *place* must be based on an understanding of its *cultural significance*.

6.3 Policy development should also include consideration of other factors affecting the future of a *place* such as the owner's needs, resources, external constraints and its physical condition.

Article 7 Use

7.1 Where the *use* of a *place* is of *cultural significance* it should be retained.

7.2 A *place* should have a *compatible use*.

Article 8 Setting

Conservation requires the retention of an appropriate visual *setting* and other relationships that contribute to the *cultural significance* of the *place*.

New construction, demolition, intrusions or other changes which would adversely affect the setting or relationships are not appropriate.

Article 9 Location

9.1 The physical location of a *place* is part of its *cultural significance.* A building, work or other component of a place should remain in its historical location. Relocation is generally unacceptable unless this is the sole practical means of ensuring its survival.

9.2 Some buildings, works or other components of *places* were designed to be readily removable or already have a history of relocation. Provided such buildings, works or other components do not have significant links with their present location, removal may be appropriate.

9.3 If any building, work or other component is moved, it should be moved to an appropriate location and given an appropriate *use*. Such action should not be to the detriment of any *place* of *cultural significance*.

Article 10 Contents

Contents, fixtures and objects which contribute to the *cultural significance* of a *place* should be retained at that place. Their removal is unacceptable unless it is: the sole means of ensuring their security and *preservation*; on a temporary basis for treatment or exhibition; for cultural reasons; for health and safety; or to protect the place. Such contents, fixtures and objects should be returned where circumstances permit and it is culturally appropriate.

Article 11 Related places and objects

The contribution which *related places* and *related objects* make to the *cultural significance* of the *place* should be retained.

Article 12 Participation

Conservation, interpretation and management of a *place* should provide for the participation of people for whom the place has special *associations* and *meanings*, or who have social, spiritual or other cultural responsibilities for the place.

Article 13 Co-existence of cultural values

Co-existence of cultural values should be recognised, respected and encouraged, especially in cases where they conflict.

Conservation Processes

Article 14 Conservation processes

Conservation may, according to circumstance, include the processes of: retention or reintroduction of a *use*; retention of *associations* and *meanings*; *maintenance, preservation*, *restoration*, *reconstruction, adaptation* and *interpretation*; and will commonly include a combination of more than one of these.

Article 15 Change

15.1 Change may be necessary to retain *cultural significance*, but is undesirable where it reduces cultural significance. The amount of change to a *place* should be guided by the *cultural significance* of the place and its appropriate *interpretation*.

15.2 Changes which reduce *cultural significance* should be reversible, and be reversed when circumstances permit.

15.3 Demolition of significant *fabric* of a *place* is generally not acceptable. However, in some cases minor demolition may be appropriate as part of *conservation*. Removed significant fabric should be reinstated when circumstances permit.

15.4 The contributions of all aspects of *cultural significance* of a *place* should be respected. If a place includes *fabric*, *uses*, *associations* or *meanings* of different periods, or different aspects of cultural significance, emphasising or interpreting one period or aspect at the expense of another can only be justified when what is left out, removed or diminished is of slight cultural significance and that which is emphasised or interpreted is of much greater cultural significance.

Article 16 Maintenance

Maintenance is fundamental to *conservation* and should be undertaken where *fabric* is of *cultural significance* and its *maintenance* is necessary to retain that *cultural significance*.

Article 17 Preservation

Preservation is appropriate where the existing *fabric* or its condition constitutes evidence of *cultural significance,* or where insufficient evidence is available to allow other *conservation* processes to be carried out.

Article 18 Restoration and reconstruction

Restoration and *reconstruction* should reveal culturally significant aspects of the *place*.

Article 19 Restoration

Restoration is appropriate only if there is sufficient evidence of an earlier state of the *fabric*.

Article 20 Reconstruction

20.1 *Reconstruction* is appropriate only where a *place* is incomplete through damage or alteration, and only where there is sufficient evidence to reproduce an earlier state of the *fabric*. In rare cases, reconstruction may also be appropriate as part of a *use* or practice that retains the *cultural significance* of the place.

20.2 *Reconstruction* should be identifiable on close inspection or through additional *interpretation*.

Article 21

Adaptation must be limited to that which is essential to a use for the *place* determined in accordance with Articles 6 and 7.

21.1 *Adaptation* is acceptable only where the adaptation has minimal impact on the *cultural significance* of the *place*.

21.2 *Adaptation* should involve minimal change to significant fabric, achieved only after considering alternatives.

Article 22 New work

22.1 New work such as additions to the *place* may be acceptable where it does not distort or obscure the *cultural significance* of the place, or detract from its *interpretation* and appreciation.

22.2 New work should be readily identifiable as such.

Article 23 Conserving use

Continuing, modifying or reinstating a significant *use* may be appropriate and preferred forms of *conservation*.

Article 24 Retaining associations and meanings

24.1 Significant *associations* between people and a *place* should be respected, retained and not obscured. Opportunities for the *interpretation*, commemoration and celebration of these associations should be investigated and implemented.

24.2 Significant *meanings*, including spiritual values, of a *place* should be respected. Opportunities for the continuation or revival of these meanings should be investigated and implemented.

Article 25 Interpretation

The *cultural significance* of many *places* is not readily apparent, and should be explained by *interpretation*. Interpretation should enhance understanding and enjoyment, and be culturally appropriate.

Article 26 Applying the Burra Charter process

26.1 Work on a *place* should be preceded by studies to understand the place which should include analysis of physical, documentary, oral and other evidence, drawing on appropriate knowledge, skills and disciplines.

26.2 Written statements of *cultural significance* and policy for the *place* should be prepared, justified and accompanied by supporting evidence. The statements of significance and policy should be incorporated into a management plan for the place.

26.3 Groups and individuals with *associations* with a *place* as well as those involved in its management should be provided with opportunities to contribute to and participate in understanding the *cultural significance* of the place. Where appropriate they should also have opportunities to participate in its *conservation* and management.

Article 27 Managing change

27.1 The impact of proposed changes on the *cultural significance* of a *place* should be analysed with reference to the statement of significance and the policy for managing the place. It may be necessary to modify proposed changes following analysis to better retain cultural significance.

27.2 Existing *fabric, use, associations* and *meanings* should be adequately recorded before any changes are made to the *place*.

Article 28 Disturbance of fabric

Disturbance of significant *fabric* for study, or to obtain evidence, should be minimised. Study of a *place* by any disturbance of the fabric, including archaeological excavation, should only be undertaken to provide data essential for decisions on the *conservation* of the place, or to obtain important evidence about to be lost or made inaccessible.

Investigation of a *place* which requires disturbance of the *fabric*, apart from that necessary to make decisions, may be appropriate provided that it is consistent with the policy for the place. Such investigation should be based on important research questions which have potential to substantially add to knowledge, which cannot be answered in other ways and which minimises disturbance of significant fabric.

Article 29 Responsibility for decisions

The organisations and individuals responsible for management decisions should be

named and specific responsibility taken for each such decision.

Article 30 Direction, supervision and implementation

Competent direction and supervision should be maintained at all stages, and any changes should be implemented by people with appropriate knowledge and skills.

Article 31 Documenting evidence and decisions

A log of new evidence and additional decisions should be kept.

Article 32 Records

32.1 The records associated with the *conservation* of a *place* should be placed in a permanent archive and made publicly available, subject to requirements of security and privacy, and where this is culturally appropriate.

32.2 Records about the history of a *place* should be protected and made publicly available, subject to requirements of security and privacy, and where this is culturally appropriate.

Article 33 Removed fabric

Significant *fabric* which has been removed from a *place* including contents, fixtures and objects, should be catalogued, and protected in accordance with its *cultural significance*.

Where possible and culturally appropriate, removed significant fabric including contents, fixtures and objects, should be kept at the place.

Article 34 Resources

Adequate resources should be provided for *conservation*.

Words in italics are defined in Article 1.

APPENDIX 2 – PHOTOGRAPHS 2004

Photo 1. 1934 Showroom

Photo 2. 1934 Office Building

Photo 3. View of site from Cross Street looking east

Photo 4. Front garden and fence

Photo 5. Interior view of the front windows to the showroom

Photo 6. Pressed metal ceiling in showroom

Photo 7. Main office in 1934 Office Building

Photo 8. Main office space in 1934 Office Building

Photo 9. The Gatehouse

Photo 10. View down main roadway from the entrance

Photo 11. Interior view of the 1930s & 40s sawtooth roof workshops (Area 3 on site plan)

Photo 12. View looking south of eastern workshop buildings

Photo 13 Interior view cinder block storage section (Area 3b on site plan)

Photo 14 1939 Administration Building

Photo 15 The two stair landings in the foyer of the 1939 Administration Building

Photo 16 Foyer space in 1939 Administration Building

Photo 17 Revolving door and landing in foyer of 1939 Administration Building

Photo 18 First floor landing above the foyer of the 1939 Administration Building

Photo 19 Open plan office space with partitions behind the foyer of the 1939 Administration Building

Photo 20 Staff Amenities Building

Photo 21 Engineering offices, part of the Staff Amenities Building

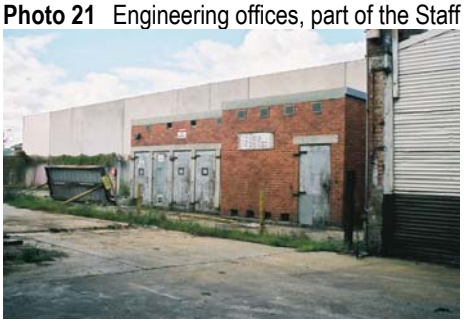


Photo 22 Brick Storage Building (labelled 11 on site plan)

Photo 23 Steel portal frame storage area (labelled 10 on site plan)

Photo 24 Health & Injury Management Centre

Photo 25 Health & Injury Management Centre

APPENDIX 3 – GUIDELINES FOR HERITAGE COUNCIL STATEMENT OF SIGNIFICANCE FORMAT

Heritage Council Statement of cultural heritage significance guidelines

What is significant?

The first paragraph of the statement should be dedicated to a description of the place or object including facts about size, layout, construction date, designers and builders, materials, integrity, condition, and so on.

While this section should be brief, usually no more than one paragraph, there should be no doubt about the elements of the place or object which are under discussion.

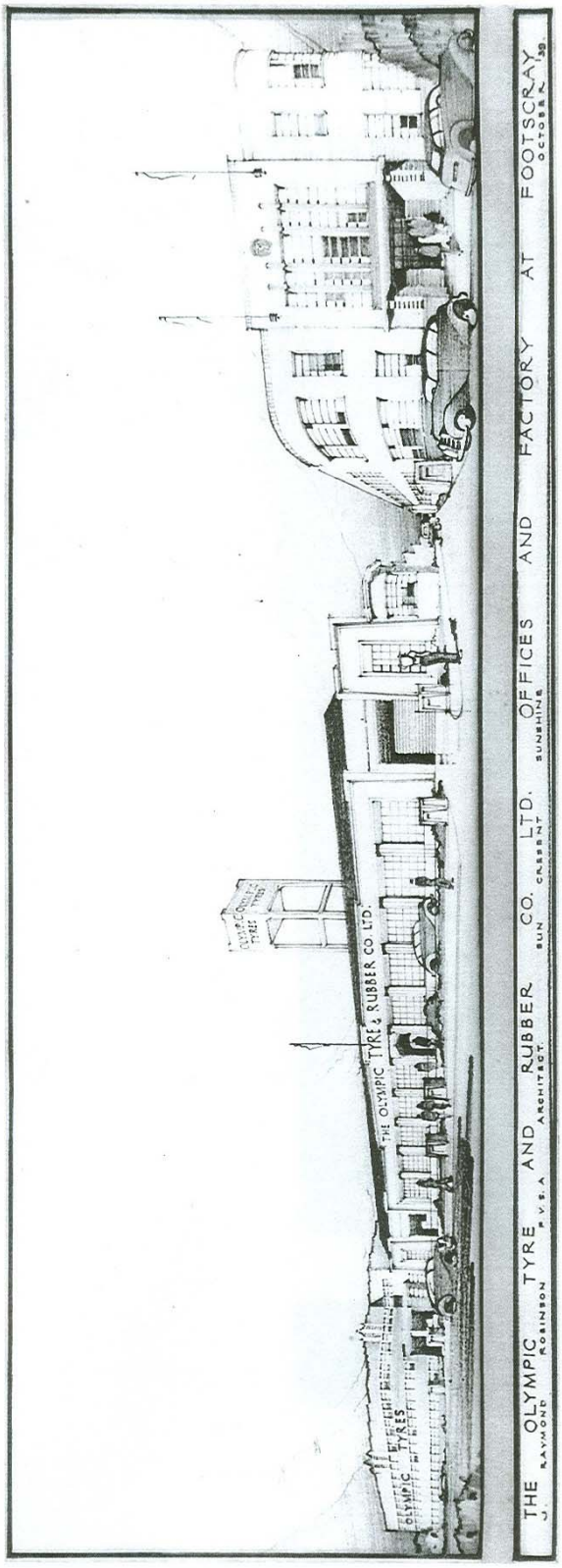
How is it significant?

This section is the shortest part of the statement and always takes the same form. The place or object is stated to be of (aesthetic, archaeological, architectural, cultural, historical, scientific or social) significance to the State of Victoria.

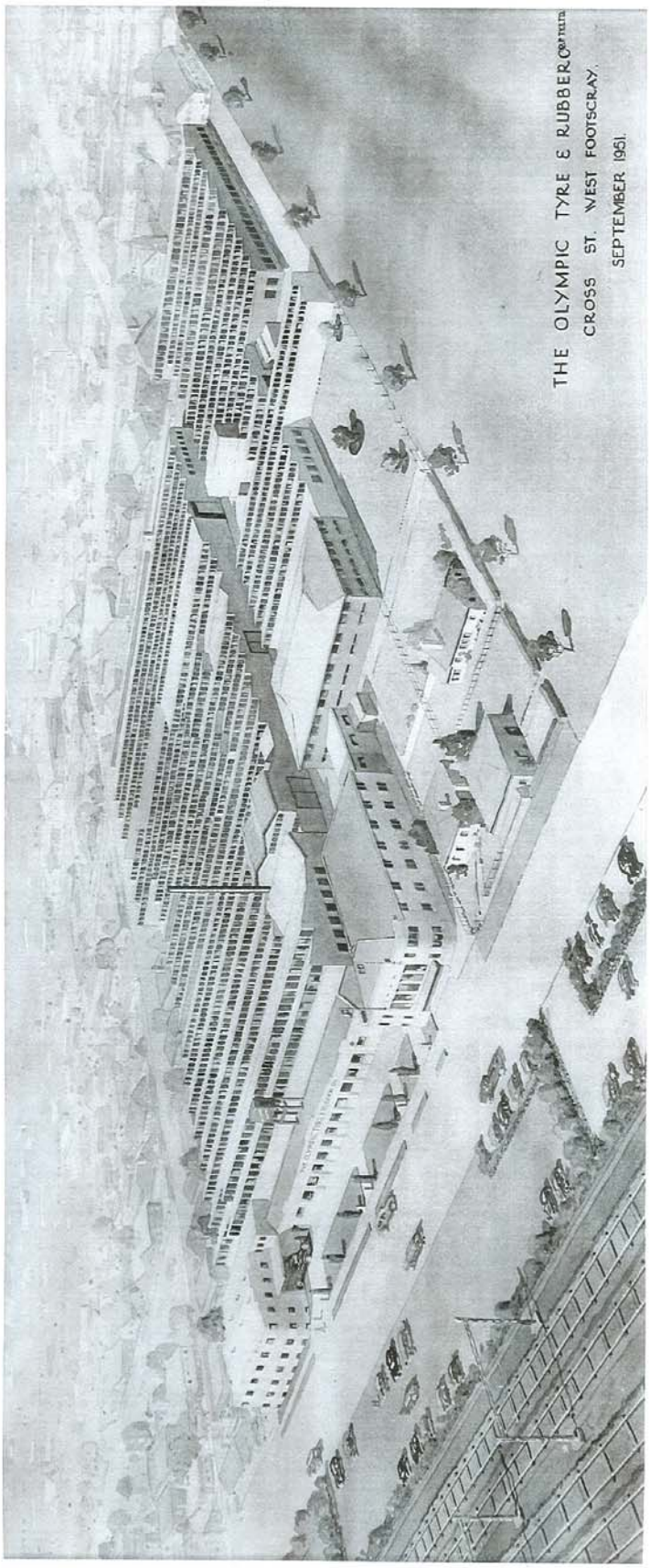
Why is it significant?

This section explains the exact nature of the significance claimed in the above section. It is extremely important not to fall back on mere statements of fact which should be in the first section. Rather than saying, for example, that a place or object is the oldest surviving example, the statement should read 'the (place or object) is historically important (or significant) as the oldest known surviving example of .... Significance should never be implied, it should always be explicit. Where a place or object has been claimed in the 'How' section to be of significance in a certain category or categories (aesthetic, archaeological, architectural, cultural, historical, scientific or social), then each of those categories must be addressed specifically in this part of the statement. The categories may be conjoined, for example, social and historical, or aesthetic and architectural, but there must be an explanation for each and every category of significance claimed.

APPENDIX 4 – HISTORIC IMAGES



1939 Architectural perspective, Olympic Tyre and Rubber Co. prepared by J. Raymond Robinson
Source: South Pacific Tyres, Somerton



1951 Artist's impression, Olympic Tyre & Rubber Company, unsigned
Source: South Pacific Tyres, Somerton