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# Hopkins Odlum



HO129 (1) - Hopkins Odlum,  
268 Geelong Road, West  
Footscray.JPG



HO129 (2) - Hopkins Odlum,  
268 Geelong Road, West  
Footscray.JPG

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## Location

268 - 275 Geelong Road, FOOTSCRAY WEST VIC 3012 - Property No 5063001000

## Municipality

MARIBYRNONG CITY

## Level of significance

Included in Heritage Overlay

## Heritage Overlay Numbers

HO129

## Heritage Listing

Maribyrnong City

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## Statement of Significance

Last updated on - February 28, 2000

City of Maribyrnong Heritage Review Statement of Significance:

Of regional historical and architectural significance as an accomplished early Moderne factory/office design which related to a key manufacturing enterprise and which forms part of a regionally important industrial precinct established along Geelong Road prior to World War Two. Historically the place is significant as a major

manufacturer of a specialist product which was a critical component in manufacturing in the region and nationally. (Criterion B2)

This role is expressed architecturally as the building is of some distinction, a visually interesting example of the works of a well known architectural firm who had a number of commissions in the western region. (Criterion F1)  
The remnant landscaping with planter boxes and cypress trees is contributory.

#### Footscray Conservation Study SOS

An accomplished early Modern factory/office design which forms part of a regionally important industrial precinct established along Geelong Road prior to the Second War.

#### Australian Heritage Commission (AHC) criteria

The Australian Heritage Commission criteria consist of a set of eight criteria which cover social, aesthetic, scientific, and historic values. Each criterion has sub-criteria written specifically for cultural or natural values. The relevant criteria are:

#### B.2 rarity

F.1 design or technological achievement.

Heritage Study/Consultant	Maribyrnong - Maribyrnong Heritage Review, Jill Barnard, Graeme Butler, Francine Gilfedder & Gary Vines, 2000;
Construction dates	1890, 1940,
Other Names	Listed as number 268-275 in Maribyrnong Heritage Review Volume 3: pg.89,
Hermes Number	28370
Property Number	

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## Physical Description 1

Extensive brick and iron factory complex built on site of earlier (1890) factory of Apex Belting.

The offices are divided into two with more prosaic 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 and a "floating" capping. This element provided the distinctive identification for the building and hence the company and its products - the modern equivalent being the corporate image. A rendered block with ruled grid similar to Boon Spa (adjacent property now redeveloped), formed a window element and a base to the vertical feature. The building proper has a long horizontal steel framed window strip, each bay divided by fins of deep green terracotta.

Landscaping contemporary to the design features a continuous quarry tile capped planter box defining the boundary and some remnant cypress planting.

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.

The eastern portion of the sawtooth factory is exposed at the front with a red brick wall featuring circular vent originally holding a ventilation fan, as well as minor string course continuing the facade's horizontal lines.

## Physical Conditions

In good condition

## Integrity

Generally intact to original appearance apart from alterations to the entrance porch, some additions to the west, painting over of some brickwork and recladding of roofs in recent decades. The Apex sign has recently been restored by the owner.

## Physical Description 2

Context: One of a number of Moderne factories forming a cohesive group on Geelong Road.

## Historical Australian Themes

### Thematic context

**Australian Principal Theme** Manufacturing and Processing

**PAHT Subtheme:** Manufacturing and Processing

**Local Theme** Industry by the River: Early

*This place/object may be included in the Victorian Heritage Register pursuant to the Heritage Act 2017. Check the Victorian Heritage Database, selecting 'Heritage Victoria' as the place source.*

*For further details about Heritage Overlay places, contact the relevant local council or go to Planning Schemes Online <http://planningschemes.dpcd.vic.gov.au/>*